

**Table A3-1**  
**Standard Mail Content of Mailpiece**  
**(Percentage of Standard Mail Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Content</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Advertisement	80.9	87.1	87.4
Fund request	1.2	0.9	1.0
Newsletter/information/other	10.9	9.7	9.9
Don't know/No answer	7.0	2.3	1.7
Total	100.0	100.0	100.0

**Table A3-2**  
**Standard Mail by Major Industry by Quarter**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Credit Card	0.2	1.5	1.1	0.2	1.4	1.2	0.3	1.4	1.1	0.2	1.5	0.9
Bank	0.2	0.6	0.5	0.1	0.6	0.5	0.3	0.6	0.6	0.2	0.6	0.7
Total Financial	0.9	3.3	2.5	0.8	3.3	2.7	1.2	3.4	2.8	0.8	3.3	2.6
Supermarkets	0.3	0.1	0.1	0.3	0.2	0.1	0.2	0.1	0.2	0.2	0.2	0.1
Department store	1.4	1.3	0.9	0.8	0.8	0.6	1.3	1.1	0.8	1.1	1.0	0.8
Mail order company	1.1	2.2	1.7	1.4	1.7	1.5	1.3	1.5	1.4	1.3	1.5	1.5
Specialty store	0.8	1.2	1.2	0.7	0.8	1.0	0.8	1.0	1.3	0.7	1.0	1.2
Publisher	0.9	0.7	0.6	1.4	0.8	0.6	0.9	0.6	0.7	1.2	0.8	0.7
Total Merchants	4.9	5.8	4.8	4.8	4.6	4.1	5.0	4.6	4.6	4.8	4.7	4.6
Total Services	0.5	1.4	1.2	0.4	1.4	1.4	0.7	1.5	1.7	0.5	1.5	1.6
Total Social/Charitable/Political/Nonprofit	0.5	0.5	0.7	0.2	0.4	0.3	0.2	0.6	0.4	0.2	0.5	0.3
Detached label	0.6	0.6	0.5	0.5	0.6	0.5	0.7	0.7	0.2	0.6	0.7	0.1
Not from one organization	0.6	1.3	1.1	0.4	1.4	1.0	0.4	1.3	1.1	0.4	1.4	1.0
Total Pieces Per Household Per Week	8.2	13.1	10.9	7.3	11.8	10.1	8.4	12.1	11.2	7.4	12.1	10.6

Note: Totals are independent from summation of row stubs since row stubs are not exhaustive of all mail pieces.

**Table A3-3**  
**Standard Mail Addressee**  
**(Percentage of Total Standard Mail including Nonprofit Mail)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Addressee</b>	<b>Percent of Total Standard Mail</b>			<b>Pieces Per Household Per Week</b>		
	<b>1987</b>	<b>2006</b>	<b>2007</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Addressed to specific person	50.1	67.1	64.8	5.3	11.6	11.1
Addressed to occupant	22.7	15.9	14.5	2.4	2.8	2.5
Don't know/No answer	0.9	1.8	1.3	0.1	0.3	0.2
Total Pieces Received by Household	73.7	84.8	80.6	7.8	14.6	13.8

Base: RPW Total, Regular Rate Bulk and Nonprofit Rate Bulk.

Note: Totals may not sum due to rounding.

**Table A3-4**  
**Standard Mail Addressee by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	97.1	95.7	96.6	2.0	1.4	1.4	100.0	100.0	100.0
Bank	89.8	89.2	90.3	8.7	8.2	7.3	100.0	100.0	100.0
Securities broker	96.8	94.8	94.6	2.9	4.1	4.1	100.0	100.0	100.0
Money Market ①	93.7	97.0	91.2	0.0	2.5	7.7	100.0	100.0	100.0
Insurance Company	93.2	85.0	88.5	5.5	11.3	9.3	100.0	100.0	100.0
Real Estate/Mortgage	72.8	85.4	84.4	26.7	13.6	14.4	100.0	100.0	100.0
Total Financial	92.1	91.3	92.4	6.8	5.9	5.6	100.0	100.0	100.0
Merchants:									
Supermarkets	11.1	41.5	52.1	87.7	58.4	46.9	100.0	100.0	100.0
Department store	68.3	86.3	88.5	30.9	13.1	10.9	100.0	100.0	100.0
Mail order company	95.8	96.9	97.1	3.3	2.2	2.0	100.0	100.0	100.0
Specialty store	56.4	78.5	82.7	43.0	20.8	16.7	100.0	100.0	100.0
Publisher	72.0	83.8	81.2	25.8	13.3	16.7	100.0	100.0	100.0
Land promotion company ①	92.0	83.8	77.2	8.0	16.2	22.0	100.0	100.0	100.0
Online Auction	N/A	N/A	98.0	N/A	N/A	2.0	N/A	N/A	100.0
Restaurant	21.3	24.6	22.0	77.6	75.4	77.4	100.0	100.0	100.0
Consumer packaged goods	86.1	91.3	92.9	13.5	7.0	5.0	100.0	100.0	100.0
Auto dealers	88.7	82.1	76.8	8.6	16.7	22.8	100.0	100.0	100.0
Service stations ①	56.4	80.4	77.8	43.6	19.6	19.3	100.0	100.0	100.0
Mall ①	19.3	100.0	35.4	80.7	0.0	64.6	100.0	100.0	100.0
Other merchants	19.4	78.4	81.0	83.3	21.1	17.6	100.0	100.0	100.0
Total Merchants	72.1	85.6	85.8	26.7	13.3	13.3	100.0	100.0	100.0
Services:									
Telephone	94.6	92.0	90.9	4.7	6.7	7.3	100.0	100.0	100.0
Other Utilities ①	90.4	83.4	83.9	2.4	13.5	15.6	100.0	100.0	100.0
Medical	77.2	80.5	84.0	22.7	18.0	15.4	100.0	100.0	100.0
Other professional ①	91.0	86.5	87.2	6.5	12.6	11.9	100.0	100.0	100.0
Leisure service	85.2	91.9	92.8	14.5	7.2	6.1	100.0	100.0	100.0
Cable TV	80.1	51.1	63.1	19.9	48.5	36.4	100.0	100.0	100.0
Computer	98.3	90.4	93.5	1.1	9.1	6.1	100.0	100.0	100.0
Craftsman ①	41.9	73.6	64.8	57.2	26.4	35.2	100.0	100.0	100.0
Total Services	81.5	80.2	80.8	17.5	18.8	18.1	100.0	100.0	100.0
Federal Government	N/A	41.9	34.8	N/A	57.7	65.1	N/A	100.0	100.0
Nonfederal Government	73.3	64.7	57.6	26.3	35.0	42.0	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization ①	89.6	86.7	92.4	10.4	11.6	5.3	100.0	100.0	100.0
Church ①	79.4	82.6	87.0	15.9	17.4	11.9	100.0	100.0	100.0
Veterans	N/A	80.6	66.2	N/A	18.3	33.8	N/A	100.0	100.0
Educational	87.9	90.7	90.5	11.4	7.5	9.2	100.0	100.0	100.0
Charities ①	98.1	69.9	74.3	1.9	29.5	25.0	100.0	100.0	100.0
Political Campaign	87.3	89.5	91.7	12.1	10.2	8.1	100.0	100.0	100.0
AARP ①	100.0	93.8	93.2	0.0	0.5	2.1	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	88.3	87.6	89.9	10.7	11.0	9.0	100.0	100.0	100.0

① Fluctuations may be due to small sample size.

Note: Percents are row percentages within each Industry classification.

Totals may not equal exactly 100% due to unreported categories.

**Table A3-5**  
**Standard Mail by Shape**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Letter Size Envelope	17.3	23.9	23.1	1.8	3.5	3.4
Larger Envelope	12.0	9.8	8.6	1.3	1.4	1.3
Total Envelope	29.3	33.7	31.7	3.1	5.0	4.7
Detached Label Card	5.8	4.4	2.6	0.6	0.7	0.4
Postcard	1.8	7.5	7.1	0.2	1.1	1.0
Catalog (not in envelope)	14.2	15.2	14.5	1.5	2.2	2.1
Flyers/Circulars	20.1	16.6	17.3	2.1	2.4	2.5
Magazines/Newsletters	1.7	4.1	4.3	0.2	0.6	0.6
Other/Don't Know/No answer	1.0	1.8	1.3	0.1	0.3	0.2
Total Pieces Received by Households	73.8	83.2	78.7	7.8	12.3	11.6

Base: RPW Total, Regular Rate Bulk: Regular and Enhanced Carrier Route.

Note: Totals may not sum due to rounding.

**Table A3-6a**  
**Standard Mail Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog (not in envelope)		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit card	59.5	77.1	78.9	28.1	18.2	15.7	0.4	1.1	0.7	3.1	0.4	0.5
Bank	65.0	66.1	70.1	14.6	12.6	11.4	3.4	7.1	5.4	1.8	0.8	0.6
Securities broker	56.3	21.7	22.3	18.7	37.6	39.4	0.5	3.1	2.5	5.2	5.2	6.3
Money Market ①	66.1	30.7	25.1	8.3	24.2	36.3	0.7	5.7	2.7	8.5	7.2	9.1
Insurance Company	66.8	55.2	58.8	19.9	24.5	20.0	0.7	5.1	4.7	1.4	0.6	0.8
Real Estate/Mortgage	32.1	49.3	44.6	7.3	6.4	8.7	10.7	25.8	24.6	3.2	0.8	0.9
Total Financial	60.1	63.8	65.0	19.4	18.8	17.1	2.0	5.5	4.6	2.6	1.0	1.2
Merchants:												
Supermarkets	4.0	4.4	5.7	2.7	5.2	5.8	0.7	15.5	13.6	5.2	8.0	6.1
Department store	8.8	7.6	8.2	3.6	7.2	8.6	3.3	12.8	12.4	40.8	30.8	29.3
Mail order company	20.8	6.1	7.3	22.0	8.8	9.6	0.8	1.3	0.9	48.5	74.2	72.8
Specialty store	10.5	8.2	6.6	6.5	3.4	2.8	5.1	15.1	14.6	26.8	32.9	37.6
Publisher	26.5	44.3	42.9	34.1	19.0	15.7	1.2	2.6	1.8	4.4	5.8	5.3
Land promotion ①	78.1	22.6	19.7	4.4	10.9	7.2	1.3	26.6	35.0	3.4	2.7	2.8
Online Auction	N/A	N/A	10.9	N/A	N/A	0.0	N/A	N/A	18.7	N/A	N/A	38.5
Restaurant	4.5	3.1	3.6	1.6	0.0	1.0	21.8	38.1	30.9	2.1	1.2	0.7
Consumer packaged goods	35.1	17.8	25.7	16.1	19.7	19.9	2.2	8.4	8.5	5.6	11.2	12.1
Auto dealers	28.1	17.3	15.2	13.6	6.5	4.5	6.5	11.3	7.9	7.1	2.6	1.4
Service stations ①	14.2	15.5	9.4	0.0	0.0	2.1	5.9	25.9	43.4	0.0	0.0	0.0
Mall ①	0.7	0.0	0.0	0.0	0.0	0.0	0.9	33.7	39.9	21.6	0.0	8.8
Total Merchants	18.0	12.9	12.8	16.3	8.7	8.2	2.5	8.3	8.1	28.1	40.6	39.7
Services:												
Telephone	28.9	35.1	43.2	42.9	19.0	11.1	5.2	13.4	12.5	6.2	2.9	2.2
Other Utilities ①	33.1	43.1	46.2	9.5	8.8	10.1	2.2	12.3	10.9	6.0	1.9	0.9
Medical	27.1	24.9	27.7	8.1	9.4	11.0	6.9	19.4	20.7	2.6	5.2	2.8
Other professional ①	48.6	34.0	33.2	14.0	10.2	9.9	1.8	17.3	13.5	1.9	4.8	6.3
Leisure service	41.5	24.7	28.7	15.9	11.9	11.5	4.2	18.4	14.2	4.1	7.2	7.6
Cable TV	15.4	24.3	28.9	14.4	4.5	4.8	7.8	24.7	19.9	20.6	1.0	1.2
Computer	30.7	18.4	12.7	27.6	9.9	7.6	0.0	10.1	9.2	16.2	24.5	33.0
Craftsman ①	13.2	29.5	22.6	9.9	2.1	1.8	5.9	35.7	37.8	0.0	2.1	1.3
Total Services	32.8	27.3	29.8	17.5	10.4	9.4	6.0	19.3	18.6	6.1	5.2	4.7
Government:												
Federal Government	N/A	9.7	8.2	N/A	8.7	5.5	N/A	57.1	56.4	N/A	2.6	2.3
Nonfederal Government	17.5	21.6	19.9	9.1	3.7	5.7	4.0	17.9	13.1	10.0	3.1	4.2
Social/Charitable/Political/Nonprofit:												
Union/professional ①	38.3	36.0	41.3	17.7	11.9	11.5	2.2	9.7	8.7	3.4	2.7	2.8
Church ①	36.3	23.6	29.3	10.1	4.5	4.8	3.5	16.6	18.6	4.3	9.3	7.0
Veterans	N/A	30.0	32.8	N/A	9.9	7.6	N/A	10.8	10.4	N/A	4.4	0.0
Educational	40.0	34.7	40.8	14.2	2.1	1.8	3.0	10.8	14.6	7.1	4.9	4.9
Charities	N/A	34.5	43.6	N/A	9.9	12.1	N/A	23.6	14.8	N/A	4.2	4.8
Political Campaign	33.1	12.9	10.8	2.7	8.7	5.5	8.4	23.1	29.8	0.4	0.8	0.9
AARP ①	20.9	32.8	53.2	57.2	3.7	5.7	0.0	6.3	4.4	8.1	1.0	0.2
Total Social/Charitable/Political/Nonprofit	37.0	24.9	28.3	12.4	10.8	11.0	4.5	16.3	19.0	3.3	2.6	2.9
Total	23.5	28.7	29.3	16.2	11.8	11.0	2.5	9.0	9.0	19.2	18.2	18.4

① Fluctuations may be due to small sample size.

Note: Percentages are row percentages within each Industry.

**Table A3-6b**  
**Standard Mail Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Flyers			Newspapers/ Magazines			Other/ Don't Know			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit card	8.1	2.6	3.6	0.0	0.1	0.1	0.6	0.5	0.5	100.0	100.0	100.0
Bank	14.3	11.8	10.6	0.1	0.9	1.0	0.7	0.8	0.9	100.0	100.0	100.0
Securities broker	16.6	13.6	10.9	1.6	12.2	13.1	1.1	6.5	5.5	100.0	100.0	100.0
Money Market ①	14.6	15.3	13.6	0.0	10.1	10.4	1.8	6.8	2.8	100.0	100.0	100.0
Insurance Company	10.2	11.0	11.6	0.5	2.8	3.5	0.5	0.8	0.7	100.0	100.0	100.0
Real Estate/Mortgage	44.9	14.8	18.1	1.4	2.2	2.4	0.5	0.8	0.6	100.0	100.0	100.0
Total Financial	14.7	8.0	8.7	0.5	1.9	2.3	0.8	1.1	1.1	100.0	100.0	100.0
Merchants:												
Supermarkets	85.7	54.4	59.8	0.8	10.3	7.5	0.7	2.2	1.6	100.0	100.0	100.0
Department store	42.5	36.0	36.1	0.3	3.0	2.8	0.6	2.6	2.6	100.0	100.0	100.0
Mail order company	7.0	4.0	3.9	0.2	2.2	2.0	0.8	3.4	3.5	100.0	100.0	100.0
Specialty store	49.8	35.5	34.7	0.3	3.1	2.4	0.7	1.8	1.3	100.0	100.0	100.0
Publisher	20.4	8.4	8.3	12.1	17.1	23.4	1.2	2.9	2.6	100.0	100.0	100.0
Land promotion ①	12.7	25.7	27.0	0.0	2.5	6.0	0.0	9.0	2.1	100.0	100.0	100.0
Online Auction	N/A	N/A	26.4	N/A	N/A	2.5	N/A	N/A	2.9	N/A	N/A	100.0
Restaurant	70.0	56.8	61.8	0.0	0.2	0.7	0.0	0.6	1.2	100.0	100.0	100.0
Consumer packaged goods	38.0	35.4	26.3	1.8	4.6	4.8	1.2	2.9	2.6	100.0	100.0	100.0
Auto dealers	42.7	59.5	65.1	1.8	1.5	5.2	0.2	1.3	0.7	100.0	100.0	100.0
Service stations ①	79.9	58.3	43.2	0.0	0.0	0.8	0.0	0.3	1.0	100.0	100.0	100.0
Mall ①	75.9	55.0	51.3	1.0	0.0	0.0	0.0	11.3	0.0	100.0	100.0	100.0
Total Merchants	31.3	21.8	23.2	2.9	5.0	5.5	0.9	2.7	2.4	100.0	100.0	100.0
Services:												
Telephone	14.3	27.8	28.8	1.3	1.1	0.7	1.3	1.3	0.7	100.0	100.0	100.0
Other Utilities ①	29.3	27.2	24.6	5.0	7.1	5.4	14.7	1.1	2.7	100.0	100.0	100.0
Medical	50.5	33.3	30.2	4.4	3.1	2.5	0.5	1.2	2.9	100.0	100.0	100.0
Other professional ①	31.5	25.5	30.2	2.2	5.7	2.7	0.0	2.8	2.5	100.0	100.0	100.0
Leisure service	33.1	31.3	31.7	0.8	5.1	4.7	0.4	2.1	2.5	100.0	100.0	100.0
Cable TV	36.0	43.6	44.1	3.9	25.8	24.6	1.9	0.7	0.6	100.0	100.0	100.0
Computer	24.9	26.7	31.1	0.7	9.8	6.7	0.0	6.9	2.3	100.0	100.0	100.0
Craftsman ①	70.4	30.6	34.4	0.6	15.5	13.6	0.0	0.0	0.2	100.0	100.0	100.0
Total Services	34.3	32.9	33.3	2.0	3.1	2.7	1.3	1.8	1.5	100.0	100.0	100.0
Government:												
Federal Government	N/A	17.7	23.1	N/A	0.0	0.0	N/A	2.3	1.9	N/A	100.0	100.0
Nonfederal Government	55.8	37.3	36.6	2.2	0.0	0.0	1.3	2.7	3.4	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:												
Union/professional ①	35.6	17.4	14.7	2.8	15.8	13.7	0.0	2.7	1.5	100.0	100.0	100.0
Church ①	38.5	17.2	21.5	1.0	20.3	13.2	0.3	2.7	1.0	100.0	100.0	100.0
Veterans	N/A	19.9	13.8	N/A	14.1	10.2	N/A	3.7	0.0	N/A	100.0	100.0
Educational	33.7	31.1	24.0	1.4	7.4	5.4	0.6	1.8	1.0	100.0	100.0	100.0
Charities	N/A	15.6	7.7	N/A	5.4	4.7	N/A	0.1	3.1	N/A	100.0	100.0
Political Campaign	54.0	58.4	55.4	1.3	2.0	0.7	0.2	0.7	0.4	100.0	100.0	100.0
AARP ①	6.7	12.3	10.5	7.0	5.3	2.9	0.0	3.3	0.0	100.0	100.0	100.0
Total Social/Charitable/Political/ Nonprofit	39.8	36.7	32.7	2.4	7.3	5.1	0.4	1.4	0.9	100.0	100.0	100.0
Total	27.2	19.9	22.0	2.3	4.9	5.4	1.3	7.5	4.9	100.0	100.0	100.0

① Fluctuations may be due to small sample size.

**Table A3-7a**  
**Standard Mail Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Letter Size Envelopes			Larger Than Letter Size Envelopes			Postcards		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	7.5	32.0	27.6	5.1	18.5	14.7	0.5	1.4	0.8
Bank	6.9	11.5	13.6	2.3	5.4	5.9	3.4	3.9	3.4
Securities broker	2.7	1.3	1.5	1.3	5.6	7.2	0.2	0.6	0.6
Money Market	0.4	0.3	0.2	0.1	0.6	0.7	0.0	0.2	0.1
Insurance Company	10.8	10.2	10.2	4.7	11.1	9.3	1.0	3.0	2.6
Real Estate/Mortgage	1.4	4.1	3.0	0.5	1.3	1.6	4.4	6.9	5.4
Other Financial	0.6	0.4	0.3	0.3	0.7	0.3	0.0	0.3	0.2
Total Financial	30.3	59.9	56.4	14.3	43.1	39.7	8.5	16.3	12.9
Merchants:									
Supermarkets	0.5	0.2	0.2	0.5	0.5	0.7	0.9	2.0	1.9
Department store	5.6	2.3	2.0	3.3	5.3	5.5	19.7	12.3	9.7
Mail order company	14.4	3.1	3.4	22.1	10.8	12.0	5.2	2.0	1.4
Specialty store	4.1	2.3	2.4	3.7	2.4	2.8	19.0	13.4	17.6
Publisher	15.5	9.3	8.7	28.9	9.8	8.5	6.4	1.7	1.2
Land promotion company	1.9	0.1	0.1	0.2	0.2	0.1	0.3	0.5	0.8
Online Auction	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.1
Restaurant	0.1	0.1	0.1	0.1	0.0	0.1	6.1	2.8	2.9
Consumer packaged goods	2.4	1.3	1.9	1.6	3.5	4.0	1.4	1.9	2.1
Auto dealers	0.7	0.6	0.7	0.5	0.5	0.5	1.4	1.2	1.1
Service stations	0.1	0.1	0.1	0.0	0.0	0.1	0.3	0.8	1.6
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Other merchants	2.7	0.3	0.6	2.2	0.5	0.7	1.9	1.2	0.8
Total Merchants	48.0	19.7	20.3	63.1	33.4	35.0	62.7	39.9	41.2
Services:									
Telephone	1.0	2.2	2.6	2.1	2.9	1.8	1.7	2.7	2.5
Other Utilities	0.3	0.8	0.8	0.1	0.4	0.5	0.2	0.7	0.6
Medical	1.1	1.4	1.8	0.5	1.3	1.9	2.5	3.5	4.3
Other professional	0.8	0.6	0.5	0.3	0.4	0.4	0.3	0.9	0.7
Leisure service	2.9	2.3	2.3	1.6	2.7	2.4	2.7	5.4	3.6
Cable TV	0.6	1.7	2.4	0.8	0.8	1.1	2.9	5.6	5.4
Computer	0.3	0.5	0.4	0.4	0.6	0.6	0.0	0.8	0.8
Craftsman	0.1	0.1	0.3	0.1	0.0	0.1	0.4	0.4	1.6
Other services	2.3	1.3	2.7	1.4	1.1	3.0	5.4	4.0	7.1
Total Services	9.4	10.9	13.8	7.3	10.3	11.7	16.1	24.1	26.7
Federal Government	N/A	0.3	0.3	N/A	0.8	0.5	N/A	6.4	6.6
Nonfederal Government	0.7	0.6	0.5	0.6	0.3	0.3	1.6	1.7	1.0
Social/Charitable/Political/Nonprofit:									
Union/professional	0.6	0.5	0.6	0.4	0.6	0.6	0.3	0.4	0.4
Church	0.3	0.2	0.2	0.1	0.2	0.2	0.3	0.4	0.4
Veterans	N/A	0.1	0.1	N/A	0.1	0.3	N/A	0.1	0.1
Educational	1.2	1.1	1.3	0.6	0.7	0.8	0.8	1.1	1.5
Charities	N/A	0.3	0.3	N/A	0.3	0.4	N/A	0.6	0.3
Political	1.6	0.7	0.6	0.2	0.3	0.3	3.7	4.1	5.3
AARP	0.1	0.4	0.7	0.5	1.1	1.0	0.0	0.2	0.2
Other Social/Charitable/Political/Nonprofit	1.1	0.3	0.2	0.6	0.5	0.6	0.5	0.4	0.4
Total Social/Charitable/Political/Nonprofit	4.9	3.5	3.9	2.4	3.7	4.1	5.6	7.3	8.6
Not from one organization	4.3	4.3	4.1	10.9	7.7	8.0	2.9	3.5	2.8
Don't know/No answer	2.4	0.7	0.7	1.4	0.7	0.7	1.6	0.7	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Sub-totals and Totals may not sum due to rounding.



**Table A3-7b**  
**Standard Mail Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Catalog (not in envelope)			Flyers			Newspapers/ Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	0.5	0.3	0.3	0.9	1.5	1.7	0.0	0.1	0.2
Bank	0.2	0.2	0.2	1.3	3.0	2.7	0.1	0.9	1.0
Securities broker	0.3	0.5	0.7	0.7	1.2	1.0	0.8	4.3	4.9
Money Market	0.1	0.1	0.1	0.1	0.2	0.1	0.0	0.5	0.4
Insurance Company	0.3	0.2	0.2	1.4	2.9	2.7	0.8	3.0	3.3
Real Estate/Mortgage	0.2	0.1	0.1	1.7	1.8	1.6	0.6	1.1	0.9
Other Financial	0.0	0.1	0.0	0.3	0.2	0.2	0.2	0.3	0.2
Total Financial	1.6	1.4	1.6	6.4	10.9	10.1	2.5	10.2	10.8
Merchants:									
Supermarkets	0.9	0.5	0.4	10.0	3.2	3.4	1.1	2.4	1.7
Department store	31.9	14.6	11.3	23.4	15.6	11.6	2.1	5.3	3.7
Mail order company	41.0	58.5	54.2	4.2	2.9	2.5	1.4	6.5	5.1
Specialty store	12.9	14.5	22.1	17.0	14.3	17.1	1.4	5.1	4.8
Publisher	3.2	1.9	1.7	10.3	2.5	2.2	71.9	21.0	25.8
Land promotion company	0.1	0.0	0.0	0.3	0.2	0.2	0.0	0.1	0.2
Online Auction	N/A	N/A	0.1	N/A	N/A	0.1	N/A	0.0	0.0
Restaurant	0.1	0.0	0.0	1.8	1.9	2.4	0.0	0.0	0.1
Consumer packaged goods	0.5	1.3	1.4	2.2	3.7	2.6	1.3	1.9	1.9
Auto dealers	0.2	0.1	0.1	0.9	3.0	3.9	0.4	0.3	1.2
Service stations	0.0	0.0	0.0	0.4	0.8	0.7	0.0	0.0	0.0
Mall	0.2	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0
Other merchants	0.9	0.2	0.1	1.4	0.7	0.7	0.0	0.3	0.2
Total Merchants	91.9	91.7	91.6	72.3	48.9	47.4	79.7	42.8	44.9
Services:									
Telephone	0.3	0.3	0.2	0.4	2.5	2.3	0.4	0.1	0.5
Other Utilities	0.1	0.1	0.0	0.2	0.7	0.6	0.4	0.6	0.4
Medical	0.1	0.5	0.3	1.7	2.7	2.6	1.7	2.2	1.6
Other professional	0.0	0.1	0.2	0.5	0.6	0.6	0.4	0.5	0.4
Leisure service	0.3	1.1	1.0	2.0	4.2	3.3	0.6	2.3	1.6
Cable TV	1.0	0.1	0.2	1.2	4.5	4.9	1.6	0.5	0.3
Computer	0.2	1.0	1.5	0.2	1.0	1.1	0.1	0.5	0.6
Craftsman	0.0	0.0	0.0	0.5	0.2	0.6	0.0	0.0	0.1
Other services	0.2	0.2	0.2	1.8	1.9	3.9	0.8	0.5	1.2
Total Services	2.2	3.3	3.5	8.5	18.4	20.1	6.0	7.3	6.8
Federal Government	N/A	0.1	0.1	N/A	0.9	1.1	N/A	0.4	0.5
Nonfederal Government	0.5	0.1	0.2	2.0	1.6	1.1	1.0	2.4	2.1
Social/Charitable/Political/Nonprofit:									
Union/professional	0.1	0.1	0.1	0.4	0.4	0.3	0.4	1.3	1.0
Church	0.0	0.1	0.1	0.3	0.2	0.2	0.7	0.8	0.5
Veterans	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.1	0.2
Educational	0.3	0.2	0.3	0.9	1.4	1.0	0.4	1.4	1.0
Charities	N/A	0.1	0.0	N/A	0.2	0.1	N/A	0.2	0.2
Political	0.0	0.1	0.1	2.2	4.7	4.0	0.6	0.7	0.2
AARP	0.1	0.0	0.0	0.0	0.2	0.2	0.4	0.4	0.2
Other Social/Charitable/ Political/Nonprofit	0.0	0.0	0.1	0.7	0.4	0.3	0.8	1.1	0.6
Total Social/Charitable/Political/Nonprofit	0.5	0.6	0.6	4.5	7.5	6.1	3.3	6.1	3.9
Not from one organization	1.9	2.0	2.2	4.9	11.3	13.9	6.0	30.1	30.2
Don't know/No answer	1.4	0.6	0.2	1.4	0.5	0.2	1.5	0.7	0.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Sub-totals and Totals may not sum due to rounding.

**Table A3-8**  
**Standard Mail Shape by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	89.5	89.7	90.8	8.6	6.3	6.4	1.9	3.9	2.9	100.0	100.0	100.0
Larger than Letter size envelope	87.2	88.9	89.3	11.1	7.8	8.5	1.7	3.3	2.2	100.0	100.0	100.0
Detached label card	5.5	3.0	5.4	94.4	96.9	94.5	0.1	0.1	0.1	100.0	100.0	100.0
Postcard	65.4	64.4	66.5	34.4	35.4	33.4	0.2	0.2	0.2	100.0	100.0	100.0
Catalog (not in envelope)	84.0	94.3	95.0	15.6	5.2	4.4	0.4	0.5	0.5	100.0	100.0	100.0
Flyers	47.8	68.3	66.1	51.5	31.4	33.5	0.7	0.3	0.4	100.0	100.0	100.0
Newspapers	37.6	56.2	52.9	58.5	42.9	46.3	3.9	1.0	0.8	100.0	100.0	100.0

Note: Percents are row percentages within each Shape category.

**Table A3-9**  
**Standard Mail ZIP Code Usage by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Zip Code Mailing Address	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
5-digits	95.4	6.7	7.2	94.9	4.9	6.0	98.7	72.6	70.5	96.0	10.5	8.7
Zip+4	2.3	89.2	89.6	2.6	91.6	91.7	0.6	23.7	26.1	2.0	87.7	89.2
ZIP not included	0.2	0.3	0.3	0.5	0.2	0.4	0.5	3.5	3.3	1.5	1.5	1.9
Don't know/No answer	2.0	3.9	2.9	1.9	3.3	2.0	0.2	0.3	0.1	0.5	0.3	0.1
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Zip Code Mailing Address	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
5-digits	95.2	2.1	1.7	86.8	11.3	14.3	80.6	12.8	10.8	92.5	10.7	10.0
Zip+4	2.9	97.2	97.6	2.0	85.6	83.1	1.3	74.7	75.5	2.2	85.7	87.0
ZIP not included	1.4	0.4	0.2	9.7	2.8	2.3	12.1	11.6	12.9	3.5	1.7	1.7
Don't know/No answer	0.5	0.3	0.4	1.5	0.3	0.4	6.0	0.9	0.7	1.7	1.8	1.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-10**  
**Standard Mail Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< \$7K	3.8	4.1	8.0
\$ 7K - \$9.9K	5.2	6.1	5.9
\$ 10K - \$14.9K	5.8	6.1	6.5
\$ 15K - \$19.9K	6.5	8.0	6.7
\$ 20K - \$24.9K	6.6	8.6	7.1
\$ 25K - \$29.9K	7.9	9.6	8.3
\$ 30K - \$34.9K	8.7		
\$ 35K - \$49.9K	9.5	10.6	9.7
\$ 50K - \$64.9K	10.9	12.1	11.3
\$ 65K - Over	14.8	16.3	14.8
<b>Age of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
18 - 24	3.3	7.4	5.7
25 - 34	6.6	10.4	9.8
35 - 44	8.3	12.5	12.0
45 - 54	8.9	13.5	13.2
55 - 64	9.8	14.1	13.0
65 - 69	8.2	14.4	13.1
70-74	7.6	11.9	11.9
75+			10.4
<b>Education of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< 8th grade	5.0	9.2	8.2
Some High School	5.6	8.1	7.9
High School	7.0	11.3	10.8
Some College	7.9	12.6	11.0
Technical School	7.8	11.7	11.0
College	9.9	14.6	13.8
Post graduate	11.8	17.2	15.3
<b>Type of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
One-person household	5.5	9.5	8.6
Male	4.7	8.1	6.9
Female	5.8	10.1	9.4
More than one adult without children	8.9	15.1	15.4
One-earner	9.0	22.0	0.0
Two-earner	8.9	29.9	12.7
More than one adult with children	8.2	12.8	12.3
One-earner	7.9	12.1	11.6
Two-earner	8.6	13.5	12.5

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
White collar professional	8.2	14.8	14.0
White collar sales/clerical	6.8	12.1	11.9
Blue collar craftsmen/mechanic	5.4	12.5	11.5
Service Worker	5.2	11.2	8.6
Other employed ①	4.6	10.6	9.7
Homemaker	7.3	10.8	9.0
Student ①	8.0	8.9	4.4
Retired	6.8	12.6	11.5
Other not employed ①	2.5	9.1	6.4
<b>Type of Dwelling</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Single-family house	9.0	13.5	12.5
Multi-family unit	4.5	9.0	8.4
Mobile house	5.5	7.1	7.4
<b>Number of Adults</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
1	5.2	9.2	8.5
2	8.3	13.0	12.1
3	9.0	13.2	13.3
4+	9.0	13.6	12.5

① Fluctuations may be due to small sample sizes.

Note: 2006/2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A3-11**  
**Receipt of First-Class and Total Standard Mail (Including Non-Profit Mail)**  
**by Mail Order Purchases Made in Last Year**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Mail Order Purchases	First-Class			Standard Mail (Including Nonprofit Mail)		
	1987	2006	2007	1987	2006	2007
0	7.0	9.3	9.8	7.5	11.8	13.7
1	8.7	9.1	10.5	9.5	11.8	14.2
2	8.2	11.1	10.1	9.5	14.8	14.7
3 - 5	9.5	11.2	11.4	10.8	16.2	17.7
6 - 10	11.3	12.3	11.3	13.8	18.7	18.7
11 +	12.3	13.3	13.4	15.2	21.8	22.4

**Table A3-12**  
**Standard Mail by Familiarity With Institution**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

<b>Familiarity</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Previous customer	47.5	51.2	54.4
Organization known	17.4	22.0	22.2
Organization unknown	18.1	14.4	14.1
Don't know/No answer	17.1	12.4	9.3
Total Received	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-13**  
**Standard Mail by Industry and Familiarity**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Previous Customer			Organization Known			Organization Unknown			Don't Know/ No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:															
Credit card	52.4	41.6	47.1	19.9	37.3	36.7	17.7	10.1	10.3	10.0	10.9	6.0	100.0	100.0	100.0
Bank	43.6	42.6	48.9	17.3	24.0	25.6	23.1	21.1	17.9	16.0	12.2	7.6	100.0	100.0	100.0
Securities broker	49.5	70.6	76.1	13.5	8.5	6.6	25.7	10.0	9.6	11.3	10.8	7.7	100.0	100.0	100.0
Money Market ①	55.3	59.8	66.0	13.3	12.0	8.9	15.9	19.6	11.4	15.5	8.5	13.7	100.0	100.0	100.0
Insurance Company	33.6	32.1	35.5	21.8	32.2	36.2	32.3	20.8	19.2	12.3	14.9	9.1	100.0	100.0	100.0
Real Estate/Mortgage	13.3	15.3	22.1	41.1	26.5	27.2	32.6	48.2	41.8	13.0	9.9	8.9	100.0	100.0	100.0
Total Financial	40.5	39.6	45.6	21.3	30.5	30.5	25.7	18.1	16.4	12.5	11.8	7.4	100.0	100.0	100.0
Merchants:															
Supermarkets	60.1	71.3	77.1	15.2	11.6	10.2	5.4	5.7	2.6	19.3	11.4	10.1	100.0	100.0	100.0
Department store	75.2	81.9	86.3	9.1	6.9	5.4	4.3	2.3	1.9	11.4	8.9	6.5	100.0	100.0	100.0
Mail order company	50.8	56.9	57.4	17.3	16.7	17.8	22.4	13.6	14.1	9.4	12.7	10.6	100.0	100.0	100.0
Specialty store	50.5	68.0	71.5	20.0	13.4	12.5	17.2	8.0	6.6	12.4	10.7	9.3	100.0	100.0	100.0
Publisher	40.9	48.8	50.1	18.6	22.0	21.5	14.3	11.6	12.5	26.2	17.5	15.9	100.0	100.0	100.0
Land promotion company ①	3.0	10.3	16.4	15.4	23.1	31.2	70.4	60.2	46.2	11.2	6.5	6.2	100.0	100.0	100.0
Online Auction	N/A	N/A	75.1	N/A	N/A	11.8	N/A	N/A	10.1	N/A	N/A	3.0	N/A	N/A	100.0
Restaurant	50.2	52.9	55.6	20.2	19.2	20.0	13.4	14.6	16.0	16.2	13.3	8.3	100.0	100.0	100.0
Consumer packaged goods	55.7	48.9	51.0	20.5	26.1	24.4	11.7	13.5	14.1	12.1	11.5	10.4	100.0	100.0	100.0
Auto dealers	48.2	34.4	32.0	27.1	33.4	37.1	12.5	19.3	23.3	12.2	12.9	7.5	100.0	100.0	100.0
Service stations ①	23.6	60.5	57.5	34.1	20.9	19.1	24.7	8.0	11.2	17.6	10.6	12.2	100.0	100.0	100.0
Mall ①	39.8	19.9	45.5	2.5	11.3	7.8	0.4	0.0	0.0	57.3	68.8	46.7	100.0	100.0	100.0
Total Merchants	54.0	62.6	64.2	16.1	15.1	15.6	14.7	10.1	10.1	15.2	12.1	10.1	100.0	100.0	100.0
Services:															
Telephone	65.1	54.5	63.5	17.1	26.4	23.8	5.9	5.6	4.9	11.9	13.4	7.8	100.0	100.0	100.0
Other Utilities ①	70.9	63.6	67.5	5.8	17.5	15.0	7.9	10.3	11.1	15.4	8.7	6.4	100.0	100.0	100.0
Medical	35.0	34.4	36.6	19.5	18.0	22.0	34.4	35.0	33.5	11.2	12.5	7.9	100.0	100.0	100.0
Other professional ①	43.9	32.0	31.4	13.9	24.3	22.7	31.2	37.1	35.9	11.0	6.7	10.0	100.0	100.0	100.0
Leisure service	33.7	56.7	58.9	21.2	20.0	20.8	31.0	12.6	12.8	14.1	10.7	7.5	100.0	100.0	100.0
Cable TV	65.4	42.2	51.4	17.7	38.5	34.6	6.1	8.4	6.4	10.8	10.9	7.6	100.0	100.0	100.0
Computer	42.7	50.7	54.0	26.7	27.3	26.0	22.7	10.3	10.6	8.0	11.8	9.4	100.0	100.0	100.0
Craftsman ①	7.7	9.5	8.6	32.1	17.5	24.4	47.7	58.9	61.6	12.5	14.2	5.5	100.0	100.0	100.0
Total Services	41.6	45.4	46.7	20.0	24.4	25.3	24.9	18.4	19.6	13.5	11.9	8.4	100.0	100.0	100.0
Nonfederal Government	47.8	55.3	58.6	26.5	24.8	22.3	8.9	11.3	9.7	16.9	8.5	9.4	100.0	100.0	100.0

Note: Percents are row percentages within each Industry classification.

① Fluctuations may be due to small sample sizes.

**Table A3-14**  
**Standard Mail -- Shape by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	44.5	39.9	45.1	48.6	44.8	48.6	17.9	0.0	1.9	48.7	47.0	49.9
Organization known	19.8	27.2	26.9	18.8	21.7	22.8	16.4	0.0	1.8	17.6	21.5	21.3
Organization unknown	23.9	16.4	15.5	19.8	13.5	12.6	30.0	0.0	1.1	20.9	18.3	18.7
More than one company/ Don't Know / No Answer	11.9	16.5	12.5	12.8	20.1	16.0	35.7	99.9	95.2	12.8	13.2	10.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Familiarity	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	63.1	62.4	64.3	49.4	47.5	48.2	24.4	41.5	39.7
Organization known	14.5	14.9	14.2	17.7	17.4	17.7	10.6	12.3	13.0
Organization unknown	13.0	9.5	10.3	13.5	12.5	12.0	6.3	5.8	5.5
More than one company/ Don't Know / No Answer	9.5	13.2	11.3	19.5	22.5	22.1	58.8	40.4	41.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.



**Table A3-15**  
**Standard Mail -- Mail Order Industry Shape**  
**by Familiarity With Organization**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Catalog Not In Envelope			Flyers ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	46.6	47.8	50.8	52.9	56.8	52.4	53.0	58.0	58.7	42.0	46.8	53.9
Organization known	17.1	21.1	22.5	15.4	12.8	19.6	18.8	16.8	17.1	15.5	13.9	16.6
Organization unknown	27.3	20.8	15.3	19.8	15.8	15.1	20.7	12.4	13.6	29.7	20.6	19.0
Don't know/No answer	9.0	10.4	11.4	11.9	14.6	12.9	7.5	12.8	10.6	12.8	18.6	10.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

① Fluctuations may be due to small sample size.

**Table A3-16**  
**Standard Mail Receipt**  
**by Number of Financial Accounts and Insurance Policies**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Postal Fiscal Year	Number of Accounts and Policies			
	None	Low	Medium	High
	(0)	(1 - 5)	(6 - 9)	(10 +)
1987	2.7	4.9	8.0	11.0
2006	3.1	8.5	11.9	15.3
2007	5.1	8.1	11.1	13.9

**Table A3-17**  
**Standard Mail Receipt**  
**by Number of Credit Card Accounts**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Postal Fiscal Year	Number of Credit Cards			
	None	Low	Medium	High
	(0)	(1 - 3)	(4 - 7)	(8 +)
1987	4.0	6.4	9.3	12.5
2006	5.9	10.1	13.3	16.2
2007	7.0	9.3	12.1	15.1

**Table A3-18**  
**Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Mail Received by Household)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	58.4	59.9	58.7	31.2	27.4	26.2	26.2	25.2	23.9	41.5	41.3	41.9
Looked at	23.3	15.0	15.8	38.2	24.2	22.7	35.2	22.4	22.2	26.4	17.4	17.3
Discarded	7.0	16.0	17.3	23.5	43.0	46.5	31.1	48.3	49.7	14.0	26.2	27.6
Set Aside	10.2	8.6	7.9	6.3	4.9	4.2	6.4	3.5	3.8	8.1	6.0	6.0
Don't know/No answer	1.1	0.5	0.4	0.8	0.5	0.4	1.2	0.6	0.4	10.0	9.1	7.2
Total Mail Received by Household	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

①Total includes pieces for which no response was given as to familiarity.

**Table A3-19**  
**Standard Mail Usefulness of Mail Pieces by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	62.5	59.6	58.6	25.9	17.8	17.1	14.8	12.5	10.3	40.2	36.9	37.9
Interesting	21.7	13.6	12.5	31.7	16.9	15.9	24.4	12.5	11.7	22.0	12.8	12.3
Not interesting	10.6	22.9	25.1	32.9	56.3	58.9	46.7	63.9	66.7	21.3	35.6	37.2
Objectionable	2.2	3.2	3.3	6.7	8.3	7.7	10.7	10.6	10.2	4.6	5.4	5.2
Don't know/No answer	3.1	0.7	0.5	2.8	0.7	0.5	3.4	0.5	1.0	12.0	9.3	7.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

① Includes pieces for which no response was given for familiarity with institution.

**Table A3-20**  
**Standard Mail Response to Advertising by Familiarity With Organization**  
**(If Pieces Contained an Advertisement of Request for Donation and was from One Organization Only)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	21.6	17.3	17.1	5.7	2.6	2.7	4.6	2.4	1.8	14.6	10.0	10.4
No	47.7	50.4	52.6	78.6	80.7	82.2	83.0	83.5	85.7	58.6	59.6	61.1
Maybe	27.4	26.1	24.5	12.1	9.7	8.1	9.0	7.5	6.0	19.9	16.9	16.5
No answer	3.3	6.2	5.8	3.6	7.0	7.0	3.4	6.5	6.4	7.0	13.5	12.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	3.0	5.5	5.6	1.5	2.4	2.3	1.2	1.6	1.5	6.1	10.8	10.2

Note: Totals may not sum to 100 due to rounding.

① Includes pieces for which no response was given for familiarity with institution.

**Table A3-21**  
**Standard Mail Treatment by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Usefulness								
	Useful			Interesting			Not Interesting		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	68.0	68.3	69.2	20.2	15.8	14.1	7.0	12.3	13.1
Looked at	24.4	19.1	19.0	36.5	20.2	20.9	21.5	53.8	54.5
Discarded	4.5	3.9	4.6	12.9	6.6	6.9	66.0	78.2	78.4
Set aside	58.2	70.5	72.2	25.6	16.3	14.3	8.4	8.4	8.7

Treatment	Usefulness								
	Objectionable			Don't Know/No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	2.2	2.9	3.2	2.6	0.6	0.3	100.0	100.0	100.0
Looked at	5.2	6.6	4.9	12.4	0.3	0.6	100.0	100.0	100.0
Discarded	12.9	10.5	9.8	3.7	0.7	0.4	100.0	100.0	100.0
Set aside	4.6	4.4	4.1	3.2	0.4	0.7	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

Totals may not sum to 100 due to rounding.

**Table A3-22**  
**Standard Mail Usefulness by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Usefulness											
	Useful			Interesting			Not Interesting			Objectionable		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read	70.2	76.5	76.5	38.0	51.1	47.9	13.6	14.3	14.8	20.0	22.3	26.2
Looked at	15.9	9.0	8.7	43.8	27.4	29.4	39.0	26.3	25.4	30.1	21.3	16.5
Discarded	1.6	2.8	3.3	8.2	13.6	15.4	43.7	57.6	58.1	39.6	50.8	52.0
Set aside	11.7	11.5	11.4	9.4	7.7	6.9	3.2	1.4	1.4	8.2	4.9	4.7
Don't know/No answer	0.6	0.2	0.2	0.6	0.2	0.3	0.5	0.4	0.3	2.1	0.6	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.



**Table A3-23**  
**Standard Mail Treatment by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	27.1	19.6	21.0	42.6	46.9	46.4	26.8	26.8	26.0	3.6	6.8	6.6	100.0	100.0	100.0
Read by more than one member of household ①	N/A	28.2	27.0	N/A	30.8	30.2	N/A	34.9	36.0	N/A	6.1	6.8	N/A	100.0	100.0
Looked at	4.9	2.4	2.2	77.9	82.0	83.2	14.1	8.7	8.4	3.1	6.9	6.2	100.0	100.0	100.0
Discarded	0.9	0.5	0.5	92.5	89.9	90.8	2.4	1.7	1.8	4.3	7.9	7.0	100.0	100.0	100.0
Set aside	15.4	11.6	11.7	35.3	31.2	33.5	46.2	52.7	48.8	3.0	4.5	6.0	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

Note: Percents are row percentages within each Treatment category.

Totals may not sum to 100 due to rounding.

**Table A3-24**  
**Standard Mail Intended Response by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Intended Response								
	Yes			No			Maybe		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	18.8	65.7	68.2	30.8	26.3	25.7	57.0	53.1	53.4
Read by more than one member of household ①	N/A	21.1	19.6	N/A	3.9	3.7	N/A	15.4	16.5
Looked at	9.8	4.3	3.8	38.9	24.8	24.4	20.7	9.3	9.2
Discarded	0.9	1.3	1.3	23.7	41.5	42.6	1.8	2.8	3.1
Set aside	9.0	7.1	6.6	5.1	3.2	3.2	19.7	19.0	17.4
Don't know/No answer	1.5	0.5	0.5	1.5	0.4	0.4	0.9	0.5	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

① This code was not presented in household diaries prior to 1992.

**Table A3-25**  
**Standard Mail Usefulness by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	29.4	25.3	25.7	33.8	32.2	32.8	33.7	36.4	35.6
Interesting	6.2	3.3	2.9	72.6	75.2	77.5	17.9	15.6	13.8
Not interesting	1.3	0.7	0.6	92.2	89.2	89.9	3.0	2.6	2.3
Objectionable	3.7	1.4	1.4	83.6	80.2	81.6	9.0	8.5	7.7

Usefulness	Intended Response					
	Don't Know/No Answer			Total		
	1987	2006	2007	1987	2006	2007
Useful	3.2	6.1	5.9	100.0	100.0	100.0
Interesting	3.3	5.8	5.8	100.0	100.0	100.0
Not interesting	3.5	7.4	7.1	100.0	100.0	100.0
Objectionable	3.8	9.9	9.3	100.0	100.0	100.0

Note: Percents are row percentages within each Usefulness category.

Totals may not sum to 100 due to rounding.

**Table A3-26**  
**Standard Mail Intended Response by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2006	2007	2006	2007	2006	1987	2006	2007
Useful	83.3	91.7	92.8	23.9	19.6	20.1	69.8	78.3	81.1
Interesting	10.2	4.5	3.6	30.0	17.2	16.2	21.8	12.6	10.7
Not interesting	2.0	2.7	2.4	36.1	55.5	56.3	3.4	5.8	5.4
Objectionable	1.2	0.7	0.7	6.7	7.3	6.9	2.1	2.8	2.4
Don't know/No answer	3.2	0.4	0.6	3.3	0.4	0.5	2.9	0.6	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-27**  
**Standard Mail Pieces from Credit Card Industry**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	51.4	38.2	36.5	7.2	3.4	3.0	40.0	26.2	26.1	9.3	4.5	4.9
Organization known	28.4	14.6	12.8	7.9	1.6	1.7	17.7	5.2	5.4	5.6	1.3	1.3
Organization unknown	30.2	14.6	14.8	4.2	0.4	1.4	21.3	4.2	5.3	7.8	0.5	1.8

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-28**  
**Standard Mail Pieces from Insurance Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	56.7	57.5	56.2	5.6	5.7	6.4	48.2	53.7	52.0	12.9	10.6	7.3
Organization known	31.1	24.3	20.8	6.7	1.2	2.7	20.8	13.5	10.4	5.4	1.4	1.6
Organization unknown	20.2	19.1	20.7	1.9	1.8	1.6	8.5	6.7	5.7	1.9	1.2	0.9

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-29**  
**Standard Mail Pieces from Department Stores**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	52.4	69.2	69.7	11.2	7.3	7.3	64.4	71.6	74.0	17.6	23.9	24.5
Organization known	25.5	39.7	36.9	6.4	3.8	3.4	23.4	25.2	21.3	6.0	5.2	4.1
Organization unknown ①	24.4	35.5	27.3	4.5	2.8	4.9	17.5	20.5	15.8	7.1	6.2	6.0

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-30**  
**Standard Mail Pieces from Mail Order Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	58.4	56.9	57.7	14.0	18.7	16.2	63.0	69.3	69.8	24.0	16.9	17.6
Organization known	32.3	34.3	34.2	10.3	15.2	11.8	26.8	30.8	28.8	6.5	3.1	5.9
Organization unknown	22.2	28.8	20.9	11.3	9.9	11.5	13.9	21.6	14.5	4.6	2.5	2.4

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.



**Table A3-31**  
**Standard Mail Pieces from Publishers**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	65.1	63.3	65.1	8.7	6.4	6.0	54.5	52.7	57.0	27.9	17.7	21.5
Organization known	30.7	29.5	37.6	5.9	7.2	5.5	20.9	21.6	24.8	6.5	2.7	2.9
Organization unknown	27.2	28.5	28.1	9.4	4.7	4.2	16.0	11.3	11.9	6.5	3.0	2.8

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-32**  
**Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	44.5	30.5	31.6	44.0	33.3	35.2	30.8	22.9	25.3	50.1	41.7	41.5
Read by more than one member of household ①	N/A	4.4	4.2	N/A	5.3	6.5	N/A	5.2	5.9	N/A	7.3	7.0
Looked at	26.1	20.0	19.5	26.0	18.7	17.9	33.8	23.4	24.6	24.7	17.8	18.1
Discarded	15.3	34.2	35.8	13.8	29.4	29.2	19.6	34.6	33.1	15.7	24.7	26.3
Set aside	4.8	2.5	2.6	8.8	4.4	5.1	3.9	1.8	1.9	2.2	2.0	1.9
Don't know/No answer	9.3	8.5	6.3	7.4	8.9	6.2	11.9	12.2	9.1	7.4	6.5	5.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	42.9	36.2	35.2	40.8	36.5	35.7	30.1	31.4	32.1	41.5	33.8	34.3
Read by more than one member of household ①	N/A	10.8	11.2	N/A	9.3	8.2	N/A	14.6	14.8	N/A	7.6	7.6
Looked at	25.9	12.8	13.8	27.0	16.7	17.3	17.6	13.5	12.2	26.4	17.4	17.3
Discarded	9.7	16.2	18.1	15.1	23.8	26.2	9.4	16.4	19.1	14.0	26.2	27.6
Set aside	15.9	15.2	14.1	6.7	4.8	4.6	8.1	12.5	11.4	8.1	6.0	6.0
Don't know/No answer	5.6	8.8	7.7	10.5	8.9	7.9	34.9	11.6	10.5	10.0	9.1	7.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

② Total includes pieces for which no response was given as to shape.

Note: Totals may not sum to 100 due to rounding.

**Table A3-33**  
**Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	32.6	22.5	24.2	36.4	31.3	34.0	26.8	23.0	23.7	38.4	38.0	37.3
Interesting	21.3	10.6	9.6	27.4	13.0	13.0	16.3	8.7	9.8	20.1	11.8	12.1
Not interesting	29.0	50.0	52.2	21.1	39.8	40.1	34.7	48.3	50.6	27.7	39.0	40.0
Objectionable	5.7	8.2	7.7	5.8	7.0	6.5	7.5	7.6	6.3	4.9	4.1	5.0
Don't Know/No answer	11.5	8.7	6.3	9.2	9.0	6.5	14.7	12.4	9.7	8.9	7.0	5.5
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	53.8	54.4	55.2	44.7	43.5	41.6	33.3	53.7	53.3	40.2	36.9	37.9
Interesting	26.1	19.2	17.6	19.4	11.6	11.0	16.7	12.1	14.0	22.0	12.8	12.3
Not interesting	10.8	15.4	17.0	19.5	31.7	34.8	9.0	18.6	19.6	21.3	35.6	37.2
Objectionable	2.3	2.0	1.9	3.8	4.0	4.6	2.5	4.0	2.6	4.6	5.4	5.2
Don't Know/No answer	7.0	9.0	8.2	12.5	9.2	7.9	38.5	11.6	10.4	12.0	9.3	7.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

① Total includes pieces for which no response was given as to shape.

**Table A3-34**  
**Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	12.8	5.9	6.5	16.5	9.2	11.0	8.6	3.6	3.5	15.4	11.9	10.9
No	69.6	73.2	75.9	62.1	67.3	65.9	69.5	66.3	69.2	63.6	60.0	62.3
Maybe	13.1	8.8	7.7	16.7	11.6	13.2	10.5	6.3	6.6	13.6	14.4	13.2
No answer	4.5	12.1	9.9	4.8	11.9	9.8	11.4	23.8	20.7	7.4	13.7	13.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Response	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	16.1	12.3	12.9	15.6	14.0	13.4	10.2	10.7	10.2	14.6	10.0	10.4
No	46.6	44.4	45.8	54.2	53.3	56.2	44.3	48.4	48.5	58.6	59.6	61.1
Maybe	32.5	31.9	30.5	21.2	18.5	17.2	16.9	23.6	22.8	19.9	16.9	16.5
No answer	4.8	11.5	10.8	9.1	14.2	13.3	28.6	17.3	18.5	7.0	13.5	12.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Total includes pieces for which no response was given as to shape.

Note: Totals may not sum to 100 due to rounding.

**Table A3-35**  
**Standard Mail Percentage of Pieces Read Immediately**  
**and Set Aside by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Shape																	
	Letter Size Envelope						Larger Than Letter Size Envelope						Postcard					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	64.7	54.2	52.3	5.3	3.4	3.1	60.1	56.2	57.1	10.4	6.0	6.4	67.9	70.1	67.5	2.6	2.8	2.4
Organization known	34.6	21.4	20.9	5.8	2.5	1.9	30.3	23.5	26.2	6.2	2.4	3.1	38.3	35.9	32.9	2.1	1.0	1.7
Organization unknown	29.0	22.6	23.3	4.6	1.5	2.0	27.6	22.8	26.5	7.0	3.5	1.7	32.8	26.6	27.8	1.9	1.7	0.7

Familiarity	Shape																	
	Catalog Not in Envelope						Flyers						Newspapers/Magazines					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	53.1	58.3	58.3	17.6	17.8	16.3	57.0	65.4	63.1	8.0	6.2	5.7	56.3	62.1	62.5	15.7	15.2	13.9
Organization known	29.6	35.2	33.6	12.6	16.8	13.6	27.8	30.0	25.9	4.8	3.4	3.0	45.4	42.1	40.6	8.5	12.8	11.3
Organization unknown	20.8	28.8	21.0	15.1	11.1	12.1	24.5	26.7	23.4	5.9	2.8	2.1	21.9	37.0	21.9	5.6	7.6	18.2

NOTE: Percentages represent row percentages within each industry classification;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-36**  
**Standard Mail Percentage of Pieces Eliciting**  
**Intended Response by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	20.3	15.1	16.8	22.7	9.7	10.0	20.3	12.1	10.5
Organization known	5.9	31.3	31.0	7.1	13.5	16.1	8.8	10.0	10.7
Organization unknown ①	5.0	27.8	25.6	5.2	5.5	17.6	3.6	9.4	9.1

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	21.5	28.2	28.2	22.3	28.4	28.8	21.8	3.3	3.0
Organization known	6.4	24.5	24.5	4.6	15.4	14.0	0.0	3.7	1.8
Organization unknown ①	5.0	18.7	30.3	4.8	33.7	14.7	4.5	2.6	1.6

Note: Percents are row percentages within each familiarity classification.

Totals may not equal exactly 100% due to unreported categories.

① Fluctuations may be due to small sample sizes.

**Table A3-37**  
**Standard Mail Percentage of Pieces Found**  
**Useful by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Envelope			Postcard		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	53.4	75.5	78.7	53.6	81.1	83.5	58.4	79.8	81.7
Organization known	22.8	13.3	12.8	19.8	9.7	9.7	28.3	10.7	10.9
Organization unknown	12.7	5.8	4.7	13.6	4.2	3.8	10.6	6.1	5.1

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer	70.5	83.8	86.4	66.6	82.0	85.6	67.4	77.4	76.4
Organization known	30.2	9.2	8.2	28.7	9.0	8.4	46.0	14.2	14.0
Organization unknown	18.9	4.2	3.6	16.3	4.8	3.0	25.9	3.6	2.9

NOTE: Percentages do not add up to 100% due to the exclusion of "missing".

**Table A3-38**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	53.3	64.2	62.2	2.5	1.7	1.9	37.4	52.1	54.0
Larger than Letter size envelope	45.8	63.3	64.3	10.2	2.3	2.5	40.8	56.6	64.8
Postcard	56.9	69.8	64.1	1.3	2.8	3.8	48.5	61.8	61.2
Catalog not in envelope	45.9	60.2	61.7	15.8	11.0	12.2	62.5	64.5	71.3
Flyers	42.4	62.6	66.0	6.1	5.5	5.7	51.2	64.8	68.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	12.3	22.4	22.5	8.8	7.6	8.2
Larger than Letter size envelope	10.9	25.4	22.5	3.6	7.2	8.6
Postcard	12.3	20.5	21.4	3.3	12.8	12.4
Catalog not in envelope	17.1	18.0	19.6	40.8	30.8	29.3
Flyers	15.4	21.7	23.9	42.5	36.0	36.1

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.



**Table A3-39**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Catalogs Not In Envelope	68.0	78.2	78.3	70.7	73.3	77.1	18.4	21.1	21.4
Flyers	59.0	76.9	78.2	64.2	75.0	75.6	18.2	25.5	27.0
Organization known:									
Catalogs Not In Envelope	38.1	54.5	49.5	26.9	28.4	33.6	7.2	3.4	4.8
Flyers	24.0	34.0	41.4	22.9	18.9	22.6	4.7	5.5	4.1
Organization unknown: ①									
Catalogs Not In Envelope	23.5	40.8	49.6	20.6	21.9	22.2	13.7	4.4	3.4
Flyers	31.2	40.3	17.9	17.8	16.2	4.3	5.3	0.0	7.2

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-40**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	42.7	38.2	43.9	4.1	3.6	3.2	29.9	26.0	35.9
Larger than Letter size envelope	48.2	45.7	44.4	10.4	5.1	4.5	41.1	35.7	32.2
Postcard ①	60.4	47.4	53.2	4.2	2.1	2.1	51.8	34.8	35.9
Catalog not in envelope	40.9	44.0	43.1	17.1	17.4	15.9	48.9	52.5	52.3
Flyers	39.8	38.5	45.3	7.8	12.8	4.5	32.9	45.3	42.4
Newspapers/Magazines ①	57.0	51.6	47.7	0.0	14.1	21.3	62.3	56.5	50.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	12.3	8.8	10.7	20.8	6.1	7.3
Larger than Letter size envelope	18.0	13.0	13.5	22.0	8.8	9.6
Postcard ①	18.6	13.3	10.6	0.8	1.3	0.9
Catalog not in envelope	15.8	10.6	11.9	48.5	74.2	72.8
Flyers	10.0	11.2	8.2	7.0	4.0	3.9
Newspapers/Magazines ①	19.8	7.0	11.8	0.2	2.2	2.0

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-41**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	65.0	57.7	59.5	52.2	41.3	54.1	18.8	14.2	14.4
Larger than Letter Size Envelope	74.3	66.1	66.5	58.7	53.2	51.1	27.1	19.5	19.7
Catalog	74.9	77.8	75.9	70.3	72.5	73.4	25.1	16.6	17.8
Organization known:									
Letter size envelope	34.2	26.8	41.0	13.3	11.7	25.3	5.6	2.8	12.0
Larger than Letter Size Envelope	44.5	32.2	38.4	27.0	13.8	13.6	9.7	3.1	4.6
Catalog	44.6	53.8	48.9	31.5	34.6	32.5	6.7	3.3	5.7
Organization unknown:									
Letter size envelope ①	29.4	34.4	29.4	7.0	13.6	5.5	6.7	5.6	2.6
Larger than Letter Size Envelope	32.9	29.5	24.4	14.2	10.9	6.6	4.7	0.8	4.0
Catalog	36.8	40.7	33.5	17.7	24.9	17.4	3.5	2.7	2.5

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-42**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	51.1	48.6	50.7	6.0	3.1	2.4	37.9	32.7	34.2
Larger than Letter size envelope	41.4	41.7	48.8	6.8	5.3	5.3	27.4	28.0	34.1
Postcard ①	45.2	37.4	59.7	5.9	0.7	2.1	30.4	17.4	41.4
Catalog not in envelope ①	40.8	37.4	40.8	16.3	11.8	8.8	48.2	37.8	40.9
Flyers	45.8	28.9	38.2	8.4	5.0	4.9	46.6	27.4	28.2
Newspapers/Magazines	27.2	46.1	44.9	7.6	12.5	10.3	28.8	50.0	49.9

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	21.0	12.5	15.8	26.5	44.3	42.9
Larger than Letter size envelope	16.6	13.0	15.5	34.1	19.0	15.7
Postcard ①	26.1	5.3	13.9	1.2	2.6	1.8
Catalog not in envelope ①	13.5	7.1	8.5	4.4	5.8	5.3
Flyers	16.3	2.5	8.6	20.4	8.4	8.3
Newspapers/Magazines	9.1	8.1	6.3	12.1	17.1	23.4

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-43**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	77.2	68.5	67.3	54.1	48.1	49.3	31.9	18.9	23.4
Larger envelope	68.8	65.5	70.8	44.8	45.9	53.7	25.8	22.1	25.3
Catalog ①	78.7	73.0	73.2	72.7	57.9	64.7	22.1	16.9	22.9
Organization known:									
Letter size envelope	34.2	31.2	34.9	20.8	13.4	11.9	5.7	2.8	2.5
Larger envelope	31.3	32.6	42.1	13.3	14.6	17.4	7.7	0.8	4.8
Catalog ①	48.3	37.4	37.4	31.1	26.8	22.8	5.4	7.4	0.0
Organization unknown:									
Letter size envelope	31.3	31.1	37.7	13.5	11.0	11.8	3.7	4.5	2.0
Larger envelope	35.8	32.6	32.2	13.9	6.4	9.6	7.4	1.5	4.6
Catalog ①	46.0	31.8	15.9	16.7	8.0	12.9	6.9	3.9	0.0

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-44**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	43.4	23.6	23.1	4.2	2.0	2.0	28.0	12.6	13.9
Larger than Letter size envelope	32.7	22.5	23.3	8.4	2.4	2.1	28.9	13.0	14.1
Postcard ①	25.1	51.6	38.0	0.0	2.8	7.0	9.9	37.8	42.4
Catalog not in envelope ①	43.8	45.7	65.9	21.3	6.9	11.5	45.9	44.7	68.0
Flyers ①	33.3	50.0	42.0	6.3	4.4	4.6	35.6	39.8	32.1

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	10.4	2.2	2.5	59.5	77.1	78.9
Larger than Letter size envelope	3.1	2.5	2.9	28.1	18.2	15.7
Postcard ①	0.0	10.5	2.9	0.4	1.1	0.7
Catalog not in envelope ①	3.2	10.2	21.3	3.1	0.4	0.5
Flyers ①	12.1	10.0	11.5	8.1	2.6	3.6

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-45**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	63.7	40.4	38.1	39.6	24.0	24.1	14.9	3.9	3.9
Larger than Letter size envelope	53.0	38.4	37.6	38.6	25.3	25.6	2.3	3.5	5.6
Organization known:									
Letter size envelope	37.9	15.5	14.4	18.7	5.0	5.7	7.0	1.3	1.4
Larger than Letter size envelope	32.8	16.6	13.5	12.9	5.2	4.4	3.0	1.5	0.4
Organization unknown:									
Letter size envelope	36.7	15.9	13.8	19.8	4.4	4.0	3.2	0.5	1.4
Larger than Letter size envelope	21.3	8.4	29.0	19.1	1.8	8.7	2.7	0.4	4.1

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-46**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Letter size envelope	33.5	29.7	30.1	3.7	1.9	2.6	23.4	19.5	20.8
Larger than Letter size envelope	35.8	30.3	32.1	7.2	1.7	4.9	28.3	22.6	20.6
Postcard ①	64.3	41.7	31.8	0.0	1.3	1.0	38.0	27.5	18.8
Catalog not in envelope ①	41.6	42.1	42.0	14.6	25.1	7.8	34.1	68.8	46.7
Flyers ①	27.2	41.1	39.1	1.4	5.8	4.1	19.6	37.3	32.6
Newspapers/Magazines ①	49.1	46.5	45.4	14.1	14.6	13.2	14.1	60.1	60.6

Shape	Will Respond			Percentage of Pieces Received		
	1987	2006	2007	1987	2006	2007
Letter size envelope	6.1	3.3	3.0	66.8	55.2	58.8
Larger than Letter size envelope	7.2	4.2	3.0	19.9	24.5	20.0
Postcard ①	41.7	5.6	2.0	0.7	5.1	4.7
Catalog not in envelope ①	0.0	15.1	3.7	1.4	0.6	0.8
Flyers ①	5.2	4.0	3.9	10.2	11.0	11.6
Newspapers/Magazines ①	0.0	8.8	3.1	0.5	2.8	3.5

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.



**Table A3-47**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Previous customer:									
Letter size envelope	59.7	62.2	62.3	46.3	47.8	48.6	12.2	10.9	7.3
Larger than Letter size envelope	69.6	59.1	62.8	49.5	55.0	47.4	11.3	9.7	5.8
Organization known:									
Letter size envelope	37.4	24.5	21.3	19.1	11.9	11.2	4.3	0.9	1.5
Larger than Letter size envelope	39.4	20.5	27.3	29.5	13.0	7.3	10.1	3.2	2.0
Organization unknown:									
Letter size envelope	22.2	19.5	21.1	8.6	6.7	5.5	2.0	1.2	0.9
Larger than Letter size envelope	25.3	23.0	21.4	11.9	4.5	6.1	3.2	0.4	1.6

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-48a**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit card	39.5	24.4	24.2	6.1	2.1	2.2	29.3	13.8	15.2	8.3	2.6	3.0
Bank	38.8	35.0	33.6	4.0	3.3	1.9	31.1	22.3	21.4	8.1	2.5	2.8
Securities broker	40.4	37.4	37.8	11.7	10.5	12.9	42.5	50.0	50.8	8.4	6.8	6.5
Money Market ②	45.6	38.3	40.3	5.4	12.4	9.0	53.7	43.0	42.4	1.9	7.5	8.3
Insurance Company	33.9	32.4	32.3	4.3	2.8	3.7	24.6	24.1	23.8	6.4	3.8	3.1
Real Estate/Mortgage	29.3	28.9	29.1	3.1	1.6	2.0	21.3	14.3	14.4	2.7	1.5	1.5
Total Financial	37.2	29.5	29.7	5.3	3.1	3.4	29.5	20.3	21.5	7.3	2.8	3.0
Merchants:												
Supermarkets	40.3	60.2	61.1	5.8	4.1	4.5	52.2	60.3	63.1	26.8	31.2	34.7
Department store	45.3	62.7	63.8	9.7	6.5	6.9	53.9	62.7	66.4	15.6	20.6	21.7
Mail order company	42.9	44.0	43.7	12.0	14.8	13.3	41.9	49.0	48.5	15.3	11.0	11.9
Specialty store	40.1	52.5	53.9	8.6	7.4	7.5	43.4	53.9	56.6	14.4	17.5	16.9
Publisher	43.1	44.2	47.5	7.5	5.9	5.3	35.3	34.4	38.1	17.1	10.8	12.8
Land promotion ②	26.3	28.0	39.9	4.1	1.7	4.1	7.7	9.5	10.1	4.1	0.9	1.5
Online Auction	N/A	N/A	49.9	N/A	N/A	6.2	N/A	N/A	27.6	N/A	N/A	6.4
Restaurant	49.9	49.3	48.8	3.4	6.3	3.8	51.9	52.7	51.9	19.5	24.1	24.4
Consumer packaged goods	63.4	50.1	45.9	5.6	3.8	4.0	59.1	42.0	38.5	32.1	15.0	14.3
Auto dealers	37.3	33.1	27.8	3.2	2.0	2.7	32.6	20.0	18.7	8.7	4.4	5.2
Mall ②	22.4	21.7	59.5	14.2	0.0	23.6	45.3	55.4	55.6	9.4	21.7	0.0
Total Merchants	43.5	50.0	50.4	9.1	9.3	8.6	44.1	50.1	51.3	16.3	14.9	15.6

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-48b**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Services:												
Telephone	49.9	39.4	40.4	5.7	2.5	1.6	46.6	25.7	22.3	14.4	4.0	3.0
Other Utilities ②	49.9	55.6	58.0	7.2	5.9	3.0	56.4	45.5	42.9	11.6	12.1	11.9
Medical	44.3	41.6	43.2	5.2	3.4	5.5	41.0	35.3	33.5	6.8	7.6	7.5
Other professional ②	53.2	41.9	43.5	6.4	3.7	5.3	42.4	31.1	34.3	12.2	8.5	6.7
Leisure service	41.6	55.7	51.4	8.1	5.6	5.1	36.9	47.2	44.4	7.8	11.0	10.6
Cable TV	51.5	28.2	28.7	9.2	2.0	1.1	43.7	16.2	18.1	8.4	3.1	2.9
Computer	40.5	41.8	31.3	7.2	4.4	6.3	39.8	28.9	33.4	12.5	3.7	3.1
Total Services	44.1	42.0	39.2	6.5	3.6	3.3	38.0	31.7	28.6	9.6	6.9	5.9
Federal Government	N/A	63.6	61.5	N/A	5.1	4.9	N/A	53.0	56.1	N/A	10.7	9.7
Nonfederal Government	48.7	62.5	56.8	15.6	7.9	10.6	57.6	64.0	62.0	18.6	25.5	13.2
Social/Charitable/Political:												
Union/professional ②	49.5	48.7	52.4	7.6	7.3	8.7	55.9	44.0	46.2	11.3	10.8	9.3
Church	51.8	60.6	66.2	3.6	7.2	8.4	39.7	53.1	54.7	6.6	19.9	15.7
Veterans	N/A	60.4	48.9	N/A	4.6	8.3	N/A	44.1	37.0	N/A	8.0	13.6
Educational	46.4	44.4	42.3	5.4	6.4	4.8	40.0	36.6	34.5	6.3	5.8	7.8
Charities	53.1	42.6	52.6	0.6	4.0	7.4	29.7	36.9	42.8	8.6	16.8	20.2
Political	37.5	39.9	44.9	8.1	3.8	3.3	27.6	33.3	25.4	13.0	21.8	6.9
AARP ②	59.4	43.1	41.8	7.0	5.0	4.9	57.1	37.1	39.2	37.9	6.8	8.3
Total Social/Charitable/Political	45.2	44.8	47.4	6.4	5.4	4.8	37.8	37.8	34.7	9.2	10.6	9.7

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-49**  
**Standard Mail Reaction to Mail Pieces by Income**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Income	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Under \$7K	43.0	40.5	24.1	1.6	1.7	1.9	18.8	4.8	11.6	0.3	0.2	0.9
\$7K - \$9.9K	41.0	39.2	31.3	2.1	2.4	1.8	18.8	4.2	8.4	0.3	0.3	0.5
\$10K - \$14.9K	45.0	42.8	47.3	2.6	2.6	3.1	11.9	5.1	4.8	0.5	0.3	0.3
\$15K - \$19.9K	45.0	41.2	48.2	2.9	3.3	3.2	9.4	6.1	5.5	0.6	0.5	0.4
\$20K - \$24.9K	42.5	43.7	48.9	2.8	3.8	3.5	8.5	4.8	5.4	0.6	0.4	0.4
\$25K - \$29.9K	44.2	41.3	44.3	3.5	4.0	3.7	8.0	6.5	6.7	0.6	0.6	0.5
\$30K - \$34.9K	41.4			3.6			8.3			0.7		
\$35K - \$49.9K	41.4	42.4	43.9	3.9	4.5	4.3	7.5	6.1	5.9	0.8	0.6	0.6
\$50K - \$64.9K	41.1	42.1	42.1	4.4	5.1	4.8	7.0	5.9	5.9	0.8	0.7	0.7
\$65K - \$79.9K	40.4	41.0	42.1	6.1	5.4	5.3	6.7	6.4	5.5	1.5	0.8	0.7
\$80K - \$99.9K	31.4	41.9	41.9	4.4	7.0	5.9	8.9	5.5	6.4	1.3	0.9	0.9
\$100K +	34.5	39.4	38.6	5.3	15.6	14.8	6.0	6.6	5.5	1.2	2.6	2.1

Income	Found Useful						Will Respond ①					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Under \$7K	36.0	25.2	29.1	1.4	1.0	2.3	17.5	9.4	12.4	0.5	0.3	0.9
\$7K - \$9.9K	37.1	23.8	35.6	1.9	1.4	2.1	12.6	10.4	14.9	0.5	0.5	0.8
\$10K - \$14.9K	39.6	28.9	33.0	2.3	1.8	2.2	17.7	10.2	9.2	0.8	0.5	0.5
\$15K - \$19.9K	41.9	33.7	32.2	2.7	2.7	2.2	15.3	10.6	11.9	0.8	0.7	0.6
\$20K - \$24.9K	42.8	33.1	38.6	2.8	2.8	2.8	15.6	7.7	9.8	0.9	0.6	0.6
\$25K - \$29.9K	40.4	36.1	34.6	3.2	3.5	2.9	14.8	9.8	9.6	1.0	0.8	0.7
\$30K - \$34.9K	40.4			3.5			14.8			1.1		
\$35K - \$49.9K	41.9	37.0	38.3	4.0	3.9	3.7	14.8	10.3	11.8	1.1	1.0	1.0
\$50K - \$64.9K	42.2	37.1	37.8	4.6	4.5	4.3	14.8	11.6	11.0	1.3	1.3	1.1
\$65K - \$79.9K	40.5	37.3	38.5	6.1	4.9	4.9	11.1	10.0	10.1	1.4	1.2	1.1
\$80K - \$99.9K	34.7	38.2	39.6	4.9	6.4	5.6	10.9	10.7	9.8	1.3	1.6	1.2
\$100K +	32.0	38.9	38.1	4.9	15.4	14.7	10.1	8.7	9.9	1.3	3.0	3.4

NOTE: Percentages represent row percentages within each income classification;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

2006/2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

① Of pieces identified by respondent as containing an advertisement or request for funds.

**Table A3-50**  
**Standard Mail Reaction to Mail Piece by Age of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
18 - 21 ②	46.9	37.4	42.2	1.8	3.0	2.2	10.3	3.5	5.3	0.4	0.3	0.3
22 - 24 ②	35.6	37.3	46.9	1.1	2.6	2.8	6.9	3.7	6.5	0.2	0.3	0.4
25 - 34	40.4	36.2	37.8	2.7	3.8	3.7	8.4	5.1	4.8	0.6	0.5	0.5
35 - 44	39.9	39.9	38.8	3.3	5.0	4.7	7.8	6.4	5.8	0.6	0.8	0.7
45 - 54	39.6	42.5	40.3	3.5	5.7	5.3	7.8	6.8	6.9	0.7	0.9	0.9
55 - 64	45.0	43.4	44.5	4.4	6.1	5.8	9.2	6.4	6.3	0.9	0.9	0.8
65 - 69	42.5	43.4	47.2	3.5	6.2	6.2	7.4	6.7	5.8	0.6	1.0	0.8
70 -74	43.8	43.4	47.2	3.4	5.2	5.6	7.3	6.7	5.8	0.6	0.6	0.8
75+			46.5			4.9			6.4			0.5

Age of Head of Household	Found Useful						Will Respond ①					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
18 - 21 ②	53.5	27.8	15.3	2.1	2.2	0.8	16.5	5.9	5.6	0.5	0.4	0.2
22 - 24 ②	35.7	27.8	38.9	1.1	2.0	2.3	17.5	8.7	10.4	0.5	0.5	0.6
25 - 34	42.7	32.0	34.7	2.8	3.3	3.4	15.9	8.5	9.4	0.9	0.8	0.8
35 - 44	40.8	36.9	36.4	3.4	4.6	4.4	16.1	9.5	9.5	1.1	1.1	1.0
45 - 54	38.8	39.8	39.2	3.4	5.4	5.2	13.0	11.5	11.4	0.9	1.4	1.3
55 - 64	41.2	39.3	40.4	4.0	5.5	5.3	12.7	11.0	11.2	1.0	1.4	1.3
65 - 69	38.1	38.6	40.7	3.1	5.5	5.3	13.2	10.0	11.7	0.9	1.2	1.4
70 -74	37.6	38.6	40.7	2.9	4.3	4.8	14.8	10.0	11.7	0.9	0.9	1.0
75+			40.5			3.8			9.9			0.9

NOTE: Percentages represent row percentages within each age cohort classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-51**  
**Standard Mail (A) Reaction to Mail Piece by Education of Head of Household**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Less than 8th grade ①	43.7	42.1	41.0	2.2	3.9	3.3	7.8	5.5	6.0	0.4	0.5	0.5
Some High School	46.4	46.9	54.1	2.6	3.8	4.3	6.9	3.3	2.7	0.4	0.3	0.2
High School	44.4	43.4	44.2	3.1	4.9	4.8	7.3	6.4	5.8	0.5	0.7	0.6
Some college	41.6	40.9	44.1	3.3	5.2	4.8	7.9	6.0	6.7	0.6	0.8	0.7
Professional or Technical school	41.2	46.7	39.2	3.2	5.5	4.3	9.5	7.2	7.1	0.7	0.8	0.8
College Graduate	37.7	39.4	39.2	3.7	5.8	5.4	9.3	6.0	5.8	0.9	0.9	0.8
Post graduate	37.3	36.3	35.5	4.4	6.3	5.4	8.9	6.6	6.8	1.0	1.1	1.0

Education of Head of Household	Found Useful						Will Respond ②					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Less than 8th grade ①	35.5	32.8	35.4	1.8	3.0	2.9	14.6	10.1	9.6	0.6	0.8	0.7
Some High School	40.5	31.2	37.3	2.3	2.5	3.0	13.4	10.5	11.2	0.6	0.7	0.8
High School	40.0	37.6	37.4	2.8	4.2	4.0	15.1	10.6	10.9	0.9	1.1	1.0
Some college	41.1	37.1	40.7	3.3	4.7	4.5	15.6	10.5	12.5	1.0	1.2	1.2
Professional or Technical school	40.0	41.5	35.8	3.1	4.9	4.0	15.7	12.1	8.6	1.0	1.2	0.8
College Graduate	40.5	37.5	38.3	4.0	5.5	5.3	13.4	9.0	9.7	1.1	1.2	1.2
Post graduate	40.6	37.1	36.6	4.8	6.4	5.6	14.1	8.4	8.6	1.4	1.3	1.2

NOTE: Percentages represent row percentages within each educational attainment classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

①Fluctuations may be due to small sample sizes.

②Of pieces containing an advertisement or request for funds.

**Table A3-52**  
**Standard Mail Users of Reply Envelopes by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit cards	9.1	41.8	35.7	2.8	9.9	9.6	6.1	32.4	28.4
Bank	4.8	6.3	9.9	1.6	3.8	3.8	3.2	5.6	8.2
Securities	2.4	1.7	1.7	0.7	0.7	0.8	1.6	1.4	1.5
Money market	0.3	0.2	0.2	0.1	0.2	0.1	0.2	0.2	0.2
Insurance company	12.7	9.9	9.6	2.3	3.3	4.2	7.8	7.9	8.1
Real Estate/Mortgage	1.1	1.7	1.2	0.3	0.9	0.5	0.7	1.4	1.0
Other financial	0.5	0.3	0.2	0.3	0.3	0.2	0.5	0.3	0.2
Total Financial	30.9	61.8	58.5	8.1	0.2	0.1	20.1	49.3	47.5
Merchants:									
Supermarkets	0.2	0.1	0.2	0.2	0.2	0.1	0.3	0.1	0.2
Department store	5.6	1.2	1.0	4.0	2.9	1.8	5.1	1.7	1.2
Mail order	19.0	8.0	9.3	46.8	45.7	42.8	31.6	19.1	18.6
Specialty store	3.4	1.3	1.2	6.8	3.3	4.4	5.0	1.9	2.1
Publisher	22.1	15.0	14.1	21.1	14.2	14.0	21.4	14.8	14.1
Land promotion	0.4	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.1
Online Auction	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Consumer packaged goods	0.9	1.6	1.5	0.5	1.5	2.2	0.8	1.6	1.7
Auto dealers	0.3	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1
Service stations	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other merchants	1.1	0.2	0.2	2.1	0.4	0.5	1.4	0.3	0.3
Total Merchants	53.1	27.6	27.8	81.7	68.5	66.2	66.2	39.6	38.5
Services:									
Telephone	2.3	0.3	0.3	0.4	0.6	0.6	1.4	0.4	0.4
Other utilities	0.2	0.7	0.8	0.1	0.8	0.6	0.2	0.7	0.8
Medical	0.6	0.8	1.1	0.2	1.4	1.5	0.4	1.0	1.2
Other professional	0.6	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3
Leisure service	1.9	2.1	2.2	1.0	1.2	1.5	1.4	1.9	2.0
Cable TV	0.6	0.2	0.2	0.5	0.3	0.5	0.6	0.2	0.3
Computer	0.5	0.2	0.1	0.2	0.3	0.1	0.4	0.2	0.1
Craftsman	0.6	0.1	0.3	0.1	0.0	0.1	0.3	0.1	0.2
Other services	2.4	1.1	3.6	1.0	0.8	1.9	1.8	1.0	3.1
Total Services	9.7	5.7	9.0	3.8	5.7	7.1	6.9	5.7	8.5
Federal Government	N/A	0.5	0.4	N/A	0.7	0.6	N/A	0.5	0.4
Nonfederal Government	0.3	0.3	0.2	0.9	0.9	0.8	0.6	0.5	0.3
Total Social/Charitable/ Political/Nonprofit:	2.9	3.8	3.9	1.9	4.7	5.7	2.5	4.0	4.4
Don't know/No answer	0.3	0.4	0.3	0.6	0.4	0.5	0.4	0.4	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	1.5	2.4	2.2	1.3	1.0	0.9	2.7	3.4	3.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-53a**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces from Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply		
	1987	2006	2007	1987	2006	2007
Financial:						
Credit card	57.8	65.9	64.3	15.4	6.5	6.7
Bank	36.1	23.7	32.2	10.4	6.0	4.8
Securities Broker	40.6	18.0	15.9	11.0	3.3	2.8
Money market ①	42.9	12.6	16.8	13.3	4.6	4.6
Insurance	62.7	34.9	34.5	10.1	4.9	5.9
Real Estate/Mortgage	19.1	13.2	10.8	4.1	2.8	1.9
Total Financial	48.7	43.1	42.3	11.1	5.5	5.4
Merchants:						
Supermarkets	1.1	1.2	2.7	0.8	1.0	0.8
Department store	7.0	2.7	2.7	4.4	2.6	1.8
Mail order	21.9	10.5	12.4	47.2	24.8	22.3
Specialty store	6.9	3.0	2.1	12.1	3.3	2.9
Publisher	30.2	46.6	43.6	25.2	18.4	16.8
Land promotion ①	11.5	7.2	7.3	2.7	4.1	2.9
Online auction	N/A	N/A	1.8	N/A	N/A	3.3
Restaurant	2.1	0.4	0.2	0.6	0.5	0.6
Consumer packaged goods	10.4	14.5	12.9	5.3	5.6	7.3
Auto Dealers	8.9	1.2	1.4	2.5	0.9	0.8
Service stations ①	1.7	5.6	2.5	0.5	0.3	0.8
Mall ①	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	15.8	12.0	11.6	21.3	12.9	10.9
Services:						
Telephone	53.1	2.6	2.7	9.0	2.8	2.4
Other utilities ①	24.7	24.2	30.0	9.4	11.0	9.0
Medical	13.2	9.3	10.3	4.0	6.5	5.8
Other professional ①	26.2	10.4	14.3	12.6	4.9	5.4
Leisure service	21.2	14.9	17.8	10.2	3.5	4.5
Cable TV	11.5	1.7	1.3	8.9	1.2	1.4
Computer	41.9	4.0	3.4	15.5	2.6	1.0
Craftsman ①	60.7	13.0	13.9	6.4	2.1	1.2
Total Services	26.8	9.3	12.1	9.3	3.8	3.7
Federal Government	N/A	8.5	6.5	N/A	5.1	3.7
Nonfederal Government	5.7	6.8	4.4	14.4	8.4	8.8
Social/Charitable/Social/Nonprofit	18.0	17.3	17.7	10.4	9.0	9.9
Total Nonhousehold Mail Received by Households	18.7	19.2	18.7	16.4	8.1	7.4
Total Pieces Per Household Per Week	1.5	2.4	2.2	1.3	1.0	0.9

① Fluctuations may be due to small sample sizes.

Note: Percents are row percentages within each Industry classification.



**Table A3-53b**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit card	20.7	23.5	26.2	6.1	4.1	2.9	100.0	100.0	100.0
Bank	45.8	66.1	59.4	7.7	4.3	3.7	100.0	100.0	100.0
Securities Broker	40.8	73.9	76.8	7.7	4.8	4.4	100.0	100.0	100.0
Money market ①	36.0	79.4	73.0	7.8	3.4	5.6	100.0	100.0	100.0
Insurance	20.6	54.0	55.1	6.7	6.3	4.5	100.0	100.0	100.0
Real Estate/Mortgage	71.2	81.8	85.3	5.6	2.2	2.0	100.0	100.0	100.0
Total Financial	33.4	47.0	48.8	6.8	4.4	3.5	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	94.5	93.8	10.5	3.3	2.8	100.0	100.0	100.0
Department store	82.5	91.1	93.0	6.1	3.6	2.5	100.0	100.0	100.0
Mail order	25.1	56.6	57.9	5.9	8.1	7.4	100.0	100.0	100.0
Specialty store	74.8	89.5	91.3	6.2	4.3	3.7	100.0	100.0	100.0
Publisher	33.7	27.4	34.0	10.9	7.6	5.6	100.0	100.0	100.0
Land promotion ①	79.8	86.1	87.6	5.9	2.5	2.1	100.0	100.0	100.0
Online Auction	N/A	N/A	94.9	N/A	N/A	0.0	N/A	N/A	100.0
Restaurant	90.1	98.0	98.2	7.2	1.1	1.0	100.0	100.0	100.0
Consumer packaged goods	78.5	75.1	75.3	5.7	4.9	4.5	100.0	100.0	100.0
Auto Dealers	76.9	95.2	96.6	11.7	2.7	1.2	100.0	100.0	100.0
Service stations ①	90.9	91.2	94.4	6.9	2.9	2.3	100.0	100.0	100.0
Mall ①	91.3	100.0	100.0	8.7	0.0	0.0	100.0	100.0	100.0
Total Merchants	55.3	69.2	72.7	7.6	5.9	4.8	100.0	100.0	100.0
Services:									
Telephone	31.8	91.0	92.0	6.2	3.7	2.9	100.0	100.0	100.0
Other utilities ①	52.6	60.8	57.4	13.4	3.9	3.7	100.0	100.0	100.0
Medical	78.6	80.8	80.8	4.2	3.5	3.1	100.0	100.0	100.0
Other professional ①	55.7	81.5	75.1	5.5	3.2	5.2	100.0	100.0	100.0
Leisure service	62.5	78.3	74.7	6.1	3.2	3.0	100.0	100.0	100.0
Cable TV	72.8	95.0	95.3	6.7	2.0	2.0	100.0	100.0	100.0
Computer	36.6	86.7	93.3	5.9	6.7	2.3	100.0	100.0	100.0
Craftsman ①	30.5	83.9	84.1	2.4	1.0	0.8	100.0	100.0	100.0
Total Services	57.3	83.3	81.3	6.5	3.6	2.9	100.0	100.0	100.0
Federal Government	N/A	84.6	88.9	N/A	1.8	0.9	N/A	100.0	100.0
Nonfederal Government	74.7	81.6	84.7	5.2	3.2	2.1	100.0	100.0	100.0
Social/Charitable/Social/Nonprofit	62.7	70.4	69.6	9.0	3.4	2.8	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	67.4	69.7	8.4	5.4	4.2	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	8.3	8.1	0.7	0.7	0.5	5.1	12.3	11.6

① Fluctuations may be due to small sample sizes.

**Table A3-54**  
**Intended Response Rates for**  
**Major Industries by Enclosure of Reply Envelopes/Cards**  
**(Percentage of Pieces to Which Recipients Intend to Respond)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2006	2007	1987	2006	2007
Standard Mail:						
Credit card	8.9	1.9	1.7	7.0	7.5	8.2
Department store	11.6	9.0	4.2	24.9	23.2	19.1
Mail order	10.3	8.5	10.8	17.4	15.1	15.4
Publisher	14.3	8.4	10.4	23.4	24.2	28.6
First Class Mail:						
Credit card	N/A	2.7	3.9	N/A	4.2	5.9
Department store	N/A	2.7	36.5	N/A	6.6	7.8
Mail order	N/A	12.1	23.9	N/A	17.3	12.7
Publisher	N/A	15.2	15.5	N/A	16.0	20.5

**Table A3-55**  
**Standard Mail Reaction to Mail Piece by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Addressed to specific household members	44.9	43.7	43.8	8.7	6.7	6.4	40.1	38.8	39.1	14.4	10.3	10.8
Addressed to occupant/resident	35.7	35.8	37.0	7.1	4.2	4.8	40.3	33.1	35.8	14.9	9.3	9.2

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-56**  
**Standard Mail Reaction to Pieces from Department Stores by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Addressed to specific household members	48.1	64.6	64.6	9.8	6.5	6.9	56.9	64.2	67.3	15.4	21.0	21.5
Addressed to occupant/resident	39.4	51.8	60.4	9.9	6.3	7.1	48.1	55.5	62.7	16.3	18.3	23.8

NOTE: Percentages represent row percentages within each address category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-57**  
**Standard Mail Reaction to Pieces from Publishers by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Addressed to specific household members	46.2	47.3	50.2	7.3	5.5	5.1	35.1	35.5	38.5	18.1	11.7	14.3
Addressed to occupant/resident	37.7	34.0	40.2	8.8	9.2	6.8	38.5	34.7	40.5	14.0	5.8	6.0

NOTE: Percentages represent row percentages within each address category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-58**  
**Number of Mail Order Purchases Within the Last Year by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Purchases	Under \$7K ②			\$7K - \$9.9K ②			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	64.7	75.1	80.1	55.7	64.0	74.7	48.4	65.2	73.7	43.0	63.0	62.4
1 - 2	16.5	8.2	12.4	18.0	14.7	10.8	15.9	11.0	9.7	22.3	15.2	14.4
3 - 5	11.4	8.5	5.0	18.9	13.8	9.5	20.4	14.4	7.5	21.2	13.1	13.9
6 - 10	3.3	7.5	0.5	5.1	3.6	2.3	7.4	6.0	2.7	9.4	5.1	3.9
11 - 15	1.6	0.0	0.0	1.6	0.8	0.0	4.4	2.0	2.3	2.5	1.2	2.6
16 - 30	1.8	0.7	1.2	0.5	1.0	1.3	1.2	1.2	2.0	0.9	1.3	0.8
31 +	0.2	0.0	0.8	0.3	0.8	0.3	0.5	0.0	1.1	0.3	0.6	0.6
Don't know/No answer	0.5	0.0	0.0	0.0	1.3	1.1	1.8	0.2	0.9	0.5	0.5	1.4
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	41.8	62.4	64.9	39.0	53.2	59.3	34.4	53.2	59.3	28.7	55.0	55.5
1 - 2	21.3	11.2	15.8	19.4	16.8	18.7	21.9	16.8	18.7	22.5	14.1	15.8
3 - 5	20.6	13.6	10.3	21.9	15.6	11.8	19.2	15.6	11.8	25.4	15.7	14.2
6 - 10	8.0	5.2	4.2	11.6	7.4	7.1	13.8	7.4	7.1	11.7	8.1	6.7
11 - 15	2.4	2.0	1.6	4.1	3.5	1.8	4.6	3.5	1.8	5.3	2.8	2.5
16 - 30	2.9	3.2	0.9	3.1	1.9	0.4	3.9	1.9	0.4	3.5	1.7	2.5
31 +	0.5	0.8	0.3	0.6	1.2	0.5	0.7	1.2	0.5	0.8	1.2	1.5
Don't know/No answer	2.5	1.6	2.0	0.3	0.4	0.4	1.5	0.4	0.4	1.9	1.4	1.3
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	\$50K - \$64.9K			\$65K - Over			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	29.4	51.6	51.6	33.5	44.1	50.9	42.2	53.1	56.8
1 - 2	19.7	14.3	17.1	11.6	13.4	15.1	19.6	13.6	14.9
3 - 5	19.6	16.4	15.2	21.3	16.9	15.8	19.5	15.3	13.7
6 - 10	13.4	7.9	9.0	18.8	12.4	8.9	10.0	8.8	7.1
11 - 15	8.8	3.1	2.5	7.9	5.6	3.9	3.9	3.6	2.8
16 - 30	4.8	3.3	2.1	5.0	4.1	3.3	2.5	2.8	2.2
31 +	3.3	2.4	1.1	0.3	2.1	1.4	0.7	1.5	1.1
Don't know/No answer	1.1	1.1	1.3	1.5	1.5	0.9	1.4	1.3	1.3
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Includes pieces for which no response was given for household income.

②Fluctuations may be due to small sample sizes.

Note: 2006/2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Totals may not sum to 100 due to rounding.

**Table A3-59**  
**Number of Mail Order Purchases Within the Last Year by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Purchases	< 8th Grade ②			Some High School ②			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	65.5	65.3	71.8	53.9	61.1	64.6	41.7	56.7	57.5	38.0	50.1	53.5
1 - 2	14.8	13.5	11.1	16.8	13.7	16.2	22.5	13.0	15.1	20.7	14.3	15.7
3 - 5	10.7	13.7	8.4	17.2	12.2	8.6	19.0	14.6	14.3	22.0	16.5	14.9
6 - 10	4.7	3.5	3.2	6.1	7.7	4.6	9.1	8.3	7.0	11.1	8.7	8.1
11 - 15	2.9	2.2	1.8	2.4	1.4	2.6	4.1	3.0	2.5	2.7	4.2	2.6
16 - 30	0.5	0.5	1.8	1.1	2.3	0.9	2.4	2.5	1.6	2.8	2.4	2.2
31 +	0.2	0.5	0.0	0.5	0.3	0.6	0.6	1.2	1.0	0.5	2.1	1.4
Don't know/No answer	0.7	0.8	2.0	2.1	1.4	2.1	0.8	0.8	1.0	2.1	1.7	1.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	Technical School			College			Post Graduate			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	37.2	46.3	55.2	38.0	48.9	54.8	27.0	43.0	47.6	42.2	53.1	56.8
1 - 2	16.3	14.1	17.9	18.5	13.6	13.7	19.5	13.6	15.1	19.6	13.6	14.9
3 - 5	20.2	20.4	15.0	21.8	15.7	14.9	22.7	16.9	15.4	19.5	15.3	13.7
6 - 10	12.8	7.2	3.8	11.9	10.3	7.9	16.4	13.0	10.4	10.0	8.8	7.1
11 - 15	6.2	3.9	2.8	4.1	5.1	3.2	7.2	4.5	5.0	3.9	3.6	2.8
16 - 30	3.7	4.0	2.8	2.6	3.2	3.3	5.2	5.6	4.0	2.5	2.8	2.2
31 +	2.6	2.1	1.6	0.9	1.8	1.2	1.1	2.0	1.7	0.7	1.5	1.1
Don't know/No answer	1.2	2.1	0.9	2.1	1.5	1.0	1.3	1.4	0.9	1.4	1.3	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Includes pieces for which no response was given for educational attainment.

②Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.

**Table A3-60**  
**Number of Mail Order Purchases Within the Last Year by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	51.8	67.6	70.9	36.1	61.5	63.1	39.2	56.2	59.4	41.0	51.2	55.7
1 - 2	21.7	14.8	21.5	22.2	16.6	16.5	19.0	14.4	16.9	21.4	13.3	15.4
3 - 5	17.6	12.3	5.0	23.3	12.3	11.6	19.8	14.5	12.8	17.8	14.5	13.8
6 - 10	2.8	3.0	2.1	10.4	4.9	4.4	11.4	6.5	5.2	9.1	9.9	7.3
11 - 15	1.7	0.0	0.0	2.9	2.0	1.3	5.0	3.1	1.6	5.5	4.2	2.6
16 - 30	2.3	0.8	0.6	2.3	1.7	1.0	3.3	2.2	1.6	3.2	3.4	2.4
31 +	0.7	0.6	0.0	0.9	0.4	0.9	1.1	1.5	0.8	0.8	1.9	1.4
Don't know/No answer	1.1	0.9	0.0	1.9	0.5	1.2	1.4	1.6	1.7	1.2	1.6	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	55 - 64			65 - 69			70 +		70-74	75+	Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	2007	1987	2006	2007
0	40.2	48.4	52.2	47.5	49.3	52.1	53.8	53.0	58.0	58.7	42.2	53.1	56.8
1 - 2	15.7	11.6	13.1	19.7	12.4	15.3	17.5	14.0	13.1	14.1	19.6	13.6	14.9
3 - 5	19.8	17.8	15.9	17.3	16.9	14.4	15.8	15.9	13.2	13.4	19.5	15.3	13.7
6 - 10	13.1	11.0	9.5	10.2	10.6	9.2	8.3	9.1	8.5	5.6	10.0	8.8	7.1
11 - 15	4.9	4.4	4.3	3.5	4.7	4.0	2.8	3.2	2.1	3.3	3.9	3.6	2.8
16 - 30	3.5	3.8	2.6	0.7	3.1	3.4	1.2	2.3	3.1	2.1	2.5	2.8	2.2
31 +	0.9	1.7	1.0	0.3	2.3	1.0	0.0	1.1	1.7	1.2	0.7	1.5	1.1
Don't know/No answer	2.0	1.2	1.5	1.1	0.8	0.6	2.3	1.4	0.4	1.6	1.4	1.3	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Includes pieces for which no response was given for age.

Note: Totals may not sum to 100 due to rounding.



**Table A3-61**  
**Number of Mail Order Purchases Within the Last Year by Number of Adults**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment Data)**

Number of Purchases	1			2			3			4+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	55.0	58.0	63.4	38.5	51.7	55.2	42.3	50.4	53.1	31.4	53.8	54.7
1 - 2	18.1	12.9	13.3	20.0	14.3	15.7	20.2	11.9	14.6	20.6	12.6	13.8
3 - 5	16.7	14.7	11.6	20.4	15.7	14.0	17.5	15.7	15.2	24.9	13.2	15.3
6 - 10	6.5	7.1	5.9	11.5	9.1	7.5	9.9	10.3	7.1	9.4	9.0	8.5
11 - 15	2.3	3.0	2.1	4.1	3.5	3.1	4.7	5.2	3.4	6.8	4.2	2.1
16 - 30	1.0	2.2	1.8	2.9	2.9	2.2	3.2	3.1	3.3	2.9	4.1	2.9
31 +	0.1	1.3	1.0	1.0	1.6	1.0	0.5	1.7	1.8	1.3	1.4	0.7
Don't know/No answer	0.4	0.9	1.0	1.7	1.3	1.3	1.6	1.6	1.5	2.7	1.7	2.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-62**  
**Standard Mail Reaction to Pieces from Mail Order Companies**  
**by Number of Mail Order Purchases Made Within the Last Year**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Pieces Per Household Per Week		
	1987	2006	2007
0	0.6	1.0	1.3
1	1.1	1.0	1.5
2	1.2	1.6	1.5
3 - 5	1.6	2.3	2.3
6 - 10	2.3	3.2	2.7
11 +	3.1	4.6	4.2

**Table A3-63**  
**Standard Mail Reaction to Pieces from Mail Order Industry**  
**by Number of Mail Order Purchases Made Within the Last Year**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	40.4	45.0	42.2	8.4	12.0	14.1	34.2	46.1	46.7	12.5	11.6	10.5
1 - 2	40.8	43.4	39.3	11.4	11.6	13.2	36.6	46.1	43.5	15.1	9.5	13.7
3 - 5	45.7	40.3	48.4	13.5	15.7	11.3	45.8	47.1	49.6	15.8	10.0	12.2
6 - 10	44.6	44.4	48.7	14.9	17.5	12.0	46.2	49.5	55.7	15.8	10.6	12.4
11 +	42.0	46.3	42.6	11.8	17.7	15.1	45.5	56.9	52.0	16.9	12.0	13.1

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-64**  
**Standard Mail Available Response Media**  
**(For Mail Piece Containing Advertising or Request for Donations)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response Media	Percentage of Pieces		
	1987	2006	2007
Mail			
Mail only	37.5	11.6	11.0
Mail + phone	11.2	8.1	6.9
Mail + in-person	2.0	0.6	0.7
Mail + fax machine	N/A	0.1	0.1
Mail + internet	N/A	1.7	1.7
Mail + phone + in-person	9.0	1.6	1.5
Mail + phone + fax machine	N/A	0.7	0.5
Mail + phone + internet	N/A	12.9	13.2
Mail + in-person + internet	N/A	0.4	0.5
Mail + fax machine + internet	N/A	0.1	0.1
Mail + phone + in-person + fax machine	N/A	0.6	0.4
Mail + in-person + fax machine	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	4.1	5.1
Mail + phone + fax machine + internet	N/A	5.4	4.8
Mail + in-person + fax machine + internet	N/A	0.1	0.0
Mail + phone + in-person + fax machine + internet	N/A	0.4	0.5
Total Possible Mail Response	59.7	48.3	46.9
Phone:			
Phone only	5.1	8.8	7.7
Phone + in-person	4.0	5.3	4.8
Phone + fax machine	N/A	0.2	0.1
Phone + internet	N/A	9.2	9.9
Phone + in-person + fax machine	N/A	0.1	0.1
Phone + in-person + internet	N/A	7.2	9.7
Store:			
At a store only	29.7	13.4	12.9
At a store + fax machine	N/A	0.0	0.0
At a store + internet	N/A	2.7	3.4
At a store + fax machine + internet	N/A	0.0	0.0
Fax machine only	N/A	0.0	0.0
Fax machine + internet	N/A	0.0	0.0
Internet only	N/A	1.3	1.4
Don't know/No response	N/A	3.5	3.1
Total	100.0	100.0	100.0
Total Pieces Per Household Per Week	6.3	10.7	10.1

Note: Estimates for 2006/2007 based on Advertising Pieces only.  
Totals may not sum to 100 due to rounding.

**Table A3-65**  
**Standard Mail Available Response Media from Major Industries**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response Media	Department Store			Mail Order			Publisher		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Mail only	9.3	2.5	1.5	59.6	8.6	10.3	68.0	51.0	46.8
Mail + phone	4.4	2.8	2.2	31.8	9.2	8.1	5.6	10.1	7.4
Mail + in-person	2.3	1.0	1.2	0.6	0.2	0.1	0.8	0.1	0.5
Mail + fax machine	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.2	0.1
Mail + internet	N/A	0.5	0.6	N/A	2.6	2.8	N/A	5.2	5.4
Mail + phone + in-person	19.9	2.8	2.4	4.0	0.8	0.5	8.5	0.9	1.1
Mail + phone + fax machine	N/A	0.1	0.0	N/A	2.0	1.7	N/A	0.8	0.5
Mail + phone + internet	N/A	3.9	3.2	N/A	28.2	28.8	N/A	8.5	10.1
Mail + in-person + internet	N/A	0.9	1.3	N/A	0.2	0.3	N/A	0.1	0.1
Mail + fax machine + internet	N/A	0.0	0.0	N/A	0.2	0.2	N/A	0.2	0.1
Mail + phone + in-person + fax machine	N/A	1.0	0.5	N/A	0.7	0.3	N/A	0.4	0.4
Mail + in-person + fax machine	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	8.7	9.7	N/A	3.3	2.3	N/A	2.0	3.8
Mail + phone + fax machine + internet	N/A	2.2	1.5	N/A	22.2	21.1	N/A	2.7	2.8
Mail + in-person + fax machine + internet	N/A	0.1	0.0	N/A	0.3	0.1	N/A	0.0	0.0
Mail + phone + in-person + fax machine + internet	N/A	0.6	0.3	N/A	0.7	0.4	N/A	0.2	0.1
Total Possible Mail Response	35.9	27.3	24.5	96.0	79.4	77.1	82.9	82.3	79.3
Phone only	2.9	1.6	1.5	2.1	2.4	2.9	2.0	2.9	3.2
Phone + in-person	7.0	5.1	4.5	0.6	0.3	0.2	2.9	1.7	2.0
Phone + fax machine	N/A	0.1	0.0	N/A	0.2	0.2	N/A	0.1	0.0
Phone + internet	N/A	3.7	3.0	N/A	11.4	13.7	N/A	1.7	2.3
Phone + in-person + fax machine	N/A	0.0	0.1	N/A	1.4	1.0	N/A	0.1	0.0
Phone + in-person + internet	N/A	15.3	17.0	N/A	0.5	0.6	N/A	2.8	5.5
At a store only	54.2	33.6	33.3	1.3	0.2	0.3	12.3	2.6	2.3
At a store + fax machine	N/A	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0
At a store + internet	N/A	11.0	14.3	N/A	0.0	0.0	N/A	0.3	0.6
At a store + fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.1	N/A	0.0	0.0
Fax machine only	N/A	0.6	0.3	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine + internet	N/A	1.6	1.5	N/A	1.5	1.7	N/A	0.0	0.0
Internet only	N/A	0.0	0.0	N/A	2.6	2.2	N/A	0.7	0.7
Don't know/No response	N/A	0.0	0.0	N/A	0.0	0.0	N/A	4.7	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-66**  
**Standard Mail Intended Response Medium**  
**to Pieces from the Mail Order Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	1987	2006	2007
Mail	82.4	28.7	31.9
Phone	13.3	39.4	33.2
In-Person	2.9	3.1	2.2
Other	0.2	25.7	29.4
Don't know/No answer	1.2	3.0	3.3
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-67**  
**Unaddressed Mail Received**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent of Unaddressed Mail Received by Households		
	1987	2006	2007
Financial:			
Credit card	0.2	0.6	1.2
Bank	0.2	0.3	0.4
Securities broker	0.1	0.3	0.1
Money market	0.0	0.1	0.0
Insurance company	0.9	4.1	4.1
Real estate/Mortgage	0.6	0.7	0.5
Other financial	0.0	0.0	0.0
Total Financial	2.1	6.0	6.3
Merchants:			
Supermarkets	22.1	24.8	22.5
Department store	20.9	9.6	9.1
Mail order company	1.5	3.4	4.6
Other store	25.1	18.8	21.0
Publisher	4.6	7.3	7.1
Land promotion company	0.2	0.1	0.0
Restaurant	6.7	11.1	10.5
Consumer packaged goods	0.6	1.8	1.6
Auto dealers	0.9	1.6	1.1
Service stations	0.9	1.5	1.8
Mall	0.2	0.0	0.0
Other merchants	2.1	0.9	1.4
Total Merchants	90.0	80.9	80.7
Services:			
Telephone	0.0	1.2	2.0
Other utilities	0.1	0.1	0.1
Medical	1.6	1.8	1.8
Other professional	0.7	0.2	0.1
Leisure service	0.5	0.6	0.8
Cable TV	0.1	4.2	4.0
Computer	0.0	0.3	0.3
Craftsman	0.5	0.3	0.4
Other services	2.1	2.1	1.7
Total Services	5.6	10.6	11.1
Federal Government	N/A	0.2	0.1
Nonfederal Government	0.2	0.1	0.1
Total Social/Charitable/Political/Nonprofit	1.3	1.3	1.4
Don't know/No answer	0.8	0.9	0.3
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-68**  
**Unaddressed Mail Received Reaction**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Percent of Mail Pieces		
	1987	2006	2007
Read by member of household	29.3	23.4	22.5
Read by more than one member of household ①	N/A	7.8	6.8
Looked at	24.0	15.2	15.8
Discarded	20.0	31.6	30.1
Set aside	3.9	2.4	3.0
Don't know/No answer	22.7	19.5	21.9
Total	100.0	100.0	100.0

Usefulness	Percent of Mail Pieces		
	1987	2006	2007
Useful	33.9	32.6	32.3
Interesting	16.9	7.9	6.9
Not interesting	21.6	34.5	34.1
Objectionable	4.4	5.4	4.6
Don't know/No answer	23.2	19.5	22.2
Total	100.0	100.0	100.0

① This code was not presented in household diaries prior to 1992.

Note: Totals may not sum to 100 due to rounding.



**Table A3-69**  
**Unaddressed Mail Received Response to Bundled Flyers by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Read Immediately ②			Found Useful		
	1987	2006	2007	1987	2006	2007
Financial:						
Bank ①	18.9	15.9	13.4	11.2	17.9	9.5
Insurance company	12.5	12.7	5.8	7.7	8.4	6.2
Real estate/Mortgage ①	13.3	24.2	8.1	9.0	9.3	8.9
Total Financial	16.1	14.4	6.6	10.1	9.1	6.7
Merchants:						
Supermarkets	37.7	32.2	33.2	46.8	51.5	53.5
Department store	33.9	29.1	31.9	39.8	41.5	44.0
Mail order company	18.5	9.0	13.8	19.0	7.3	12.4
Specialty store	24.6	19.9	18.7	28.4	26.4	26.6
Publisher	33.6	24.5	25.3	39.9	34.4	36.3
Restaurant	31.6	25.0	24.4	33.3	34.6	35.9
Consumer packaged goods ①	17.4	15.8	13.3	15.0	17.1	21.5
Auto dealers ①	0.8	13.0	8.6	2.8	11.6	10.0
Service stations	17.9	8.7	10.0	20.4	14.6	10.5
Total Merchants	27.1	25.1	25.0	35.7	36.3	36.8
Services:						
Medical ①	12.6	28.2	22.2	10.6	28.5	31.3
Other professional ①	17.3	31.1	4.3	17.0	25.4	10.2
Leisure service ①	26.0	29.8	11.3	30.9	26.0	29.0
Craftsman ①	22.9	4.1	3.0	10.4	11.3	9.9
Total Services	17.1	26.4	16.2	15.9	26.2	27.0
Total Social/Charitable/Social/Nonprofit	29.0	17.7	26.2	25.9	19.4	24.4

Note: Percentages are row percentages within each Industry classification.

① Fluctuations may be due to small sample sizes.

② Defined as "Read by One Member of the Household".

**Table A3-70**  
**Nonprofit Standard Mail Received by Households by Shape**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Shape	Percentage of Nonprofit Standard Mail Received by Households			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Envelopes:						
Letter size envelope	37.2	43.1	40.9	0.9	1.1	1.0
Larger envelope	9.5	15.3	12.7	0.2	0.4	0.3
Total Envelope	46.6	58.4	53.6	1.1	1.4	1.3
Postcard	2.1	7.6	8.5	0.1	0.2	0.2
Catalog (not in envelope)	4.4	3.5	3.2	0.1	0.1	0.1
Flyers/Circulars	20.4	15.2	16.4	0.5	0.4	0.4
Magazines/Newsletters	3.9	8.0	8.7	0.1	0.2	0.2
Other	0.3	1.0	0.7	0.0	0.0	0.0
Don't know/No answer	1.4	0.6	0.4	0.0	0.0	0.0
Total Pieces Received by Households	79.6	94.3	91.6	1.9	2.3	2.2

Base: RPW Total, Nonprofit Rate Bulk: Work-Share and Enhanced Carrier Route.

**Table A3-71**  
**Nonprofit Standard Mail Industry by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical	29.1	25.6	25.6	10.0	9.1	6.6	7.4	11.8	11.5	10.0	3.2	4.1
Union or professional ①	37.9	44.7	50.5	12.1	16.5	16.2	3.2	3.1	3.8	4.8	2.1	1.1
Church	43.4	48.8	49.2	8.6	14.0	13.0	2.3	6.9	7.4	3.0	1.8	1.8
Veterans ①	48.9	44.8	47.8	11.3	37.0	29.0	6.5	8.7	10.8	6.7	0.2	0.3
Educational	27.3	22.1	23.4	9.0	8.4	8.6	1.8	14.2	13.2	12.2	8.5	8.6
Charities	80.1	64.2	64.9	9.3	20.2	17.4	1.5	4.5	6.2	1.2	1.5	1.1
Political ①	28.9	46.7	23.4	13.6	17.8	8.9	3.0	5.0	19.4	0.6	1.2	0.7
AARP ①	79.3	51.5	55.4	11.0	40.7	31.4	4.2	1.0	2.1	0.9	0.0	0.0
Museum ①	49.0	43.8	44.6	14.9	10.6	9.2	5.9	10.9	13.0	19.7	8.4	10.6
Nonprofit publication	30.6	47.3	46.3	28.6	16.7	14.0	1.9	7.5	9.1	5.1	3.0	2.9

Industry	Flyers			Newspapers/Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical	35.2	26.6	26.5	4.9	23.4	25.1	100.0	100.0	100.0
Union or professional ①	33.6	19.4	17.6	6.5	12.3	10.2	100.0	100.0	100.0
Church	35.9	17.6	16.2	5.6	9.4	11.2	100.0	100.0	100.0
Veterans ①	18.1	3.7	5.9	5.6	2.9	4.7	100.0	100.0	100.0
Educational	44.8	29.5	29.2	3.9	16.2	15.9	100.0	100.0	100.0
Charities	6.9	5.8	6.7	0.5	2.6	2.9	100.0	100.0	100.0
Political ①	52.6	25.8	45.0	0.7	2.8	1.9	100.0	100.0	100.0
AARP ①	2.7	6.1	7.5	2.0	0.7	3.3	100.0	100.0	100.0
Museum ①	8.9	22.0	16.6	0.5	1.9	4.8	100.0	100.0	100.0
Nonprofit publication	11.4	15.8	17.5	19.7	8.4	9.2	100.0	100.0	100.0

NOTE: Totals may not equal exactly 100% due to unreported categories; Percentages are row percentages within Industry classification.

**Table A3-72**  
**Nonprofit Standard Mail by Content by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical professional	27.5	32.2	33.2	18.0	17.7	22.0	43.0	45.2	41.4	11.4	4.8	3.3	100.0	100.0	100.0
Union or professional ①	28.5	23.6	24.1	21.3	35.4	39.3	40.8	30.4	28.2	9.4	10.5	8.3	100.0	100.0	100.0
Church	14.7	18.3	18.2	30.5	47.4	44.5	44.8	30.2	33.8	10.0	4.1	3.5	100.0	100.0	100.0
Veterans ①	18.4	9.9	7.2	42.7	70.1	65.0	31.4	13.7	23.1	7.6	6.2	4.7	100.0	100.0	100.0
Educational	35.6	44.9	45.7	14.7	17.4	16.1	41.6	34.2	37.0	8.0	3.6	1.3	100.0	100.0	100.0
Charities	7.7	7.0	6.4	79.3	79.6	78.6	6.8	8.3	11.7	6.2	5.1	3.3	100.0	100.0	100.0
Political ①	4.3	3.1	1.8	28.1	54.2	25.5	56.2	40.7	69.7	11.4	2.0	3.1	100.0	100.0	100.0
AARP ①	65.8	62.3	57.7	7.6	12.6	17.8	13.9	14.6	19.0	12.7	10.5	5.4	100.0	100.0	100.0
Museum ①	60.5	48.4	46.5	16.9	36.8	28.3	15.7	11.3	22.6	6.9	3.6	2.5	100.0	100.0	100.0
Nonprofit publication	62.4	20.6	20.6	3.7	51.0	47.4	19.0	23.5	28.5	14.9	5.0	3.5	100.0	100.0	100.0
Total Mail Received by Households	26.3	26.0	26.2	34.0	45.4	42.7	29.4	23.0	27.2	10.3	5.6	4.0	100.0	100.0	100.0

Note: Percentages are row percentages within Industry classification.

① Fluctuations may be due to small sample sizes.

**Table A3-73**  
**Nonprofit Standard Mail Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< \$7K	0.8	1.1	0.9
\$ 7K - \$9.9K	1.3	1.4	1.3
\$ 10K - \$14.9K	1.4	1.9	2.1
\$ 15K - \$19.9K	1.7	1.9	1.7
\$ 20K - \$24.9K	1.6	1.9	2.2
\$ 25K - \$29.9K	1.8	1.8	1.7
\$ 30K - \$34.9K	2.2		
\$ 35K - \$49.9K	2.3	2.1	2.1
\$ 50K - \$64.9K	2.6	3.0	2.6
\$ 65K - Over	3.8	2.9	3.1
<b>Age of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
18 - 24	0.5	1.2	0.9
25 - 34	1.1	1.2	1.1
35 - 44	1.8	1.8	1.8
45 - 54	2.3	2.4	2.3
55 - 64	2.5	2.7	2.5
65 - 69	2.8	3.6	3.1
70 - 74	2.6	3.8	3.3
75 +			4.2
<b>Education of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
< 8th grade	1.1	1.6	1.9
Some High School	1.3	1.3	1.9
High School	1.5	1.8	1.9
Some College	1.8	2.4	2.0
Technical School	1.8	2.6	2.2
College	2.3	2.8	2.5
Post graduate	4.3	4.1	3.5
<b>Type of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
One-person household	1.6	2.5	2.1
Male	1.2	2.1	1.5
Female	1.8	2.7	2.4
One adult + minors ①	1.0	1.3	1.1
Male ①	1.0	1.1	1.6
Female ①	1.0	1.3	1.0
More than one adult without children	2.3	3.2	0.2
One-earner	2.3	10.4	0.0
Two-earner	1.9	1.0	0.9
More than one adult with children	1.8	1.9	1.9
One-earner	1.6	1.7	1.9
Two-earner	2.0	2.1	1.8

① Fluctuations may be due to small sample sizes.

<b>Employment of Head of Household</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
White collar professional	2.5	2.7	2.4
White collar sales/clerical	1.3	2.1	2.0
White collar craftsmen/mechanic	1.0	1.7	1.7
Service Worker	1.1	1.8	1.3
Other employed	1.2	1.3	1.3
Homemaker	1.8	2.3	2.0
Student	1.2	3.2	3.1
Retired	2.3	3.3	3.4
Other not employed	0.5	3.5	1.7
<b>Type of Dwelling</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
Single-family house	2.3	2.5	2.4
Multi-family unit	1.0	1.8	1.6
Mobile house	1.2	1.1	1.4
<b>Number of Adults</b>	<b>1987</b>	<b>2006</b>	<b>2007</b>
1	1.5	2.3	2.0
2	2.0	2.3	2.3
3	2.2	2.5	2.5
4+	2.4	2.1	2.2

**Table A3-74**  
**Percent of Nonprofit Standard Mail Containing a Request for**  
**Donations by Age of Head of Household**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Recruitment and Diary Data)**

Age Cohort	Percent			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
18 - 24 ①	41.6	31.0	14.2	0.2	0.4	0.1
25 - 34	28.6	40.0	29.1	0.3	0.5	0.3
35 - 44	27.5	39.1	32.8	0.5	0.7	0.6
45 - 54	33.7	40.5	36.4	0.8	1.0	0.9
55 - 64	34.4	47.3	47.8	0.9	1.3	1.2
65 - 69	39.3	50.6	49.9	1.1	1.8	1.5
70 - 74	40.7	53.6	53.6	1.1	2.0	1.8
75+			55.8			2.4

① Fluctuations may be due to small sample sizes.

**Table A3-75**  
**Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	68.0	56.6	55.2	36.4	29.6	31.0	24.7	26.0	23.5	49.5	41.7	41.7
Read by more than one member of household ②	N/A	11.0	11.7	N/A	6.3	5.1	N/A	4.7	4.5	N/A	8.4	8.5
Looked at	17.0	13.3	14.7	24.6	28.5	26.2	35.7	23.8	23.8	21.3	16.5	17.6
Discarded	4.5	10.4	10.9	20.3	30.0	32.0	29.9	40.4	43.8	10.5	17.4	19.1
Set Aside	9.0	8.5	7.0	7.6	5.4	5.4	8.5	4.1	4.2	7.6	6.5	5.8
Don't know/No answer	1.5	0.3	0.5	1.2	0.2	0.3	1.3	0.9	0.2	11.0	9.5	7.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① 1987 Estimates Include pieces for which no response was given for familiarity with institution.

② This code was not presented in household diaries prior to 1992.

Note: Totals may not sum to 100 due to rounding.

**Table A3-76**  
**Nonprofit Standard Mail Response to Advertising by Familiarity With Organization<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response	Previous Customer			Organization Known			Organization Not Known			Total <sup>②</sup>		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	28.0	21.3	21.1	6.8	4.6	3.1	5.2	2.9	3.4	18.0	13.9	13.6
No	43.3	47.2	50.1	74.0	76.5	76.5	76.8	79.7	80.9	55.2	56.6	59.0
Maybe	20.9	25.8	22.5	10.6	13.1	13.0	9.4	9.4	9.5	16.5	19.3	17.5
No Answer	7.8	5.7	6.3	8.7	5.8	7.5	8.5	8.0	6.3	10.4	10.3	9.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.6	1.3	1.2	0.3	0.5	0.5	0.2	0.3	0.3	1.1	2.0	2.0

①Restricted to Advertisements or Request for Donation from One Organization Only

②1987 Estimates Include pieces for which no response was given for familiarity with institution.

Note: Totals may not sum to 100 due to rounding.



**Table A3-77**  
**Nonprofit Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not in Envelope		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	48.9	41.2	43.1	49.1	43.2	41.3	61.1	46.4	47.2	43.2	40.4	38.1
Read by more than one member of household ①	N/A	5.8	5.5	N/A	5.5	6.3	N/A	12.0	11.5	N/A	12.3	11.0
Looked at	22.8	18.3	19.1	23.1	19.1	20.4	12.7	16.2	16.5	24.9	12.5	14.1
Discarded	11.2	18.3	19.1	9.6	17.2	19.8	13.2	18.0	18.4	10.9	17.7	20.3
Set Aside	6.6	5.6	5.1	9.0	6.1	5.7	2.1	1.4	1.7	14.4	13.0	11.7
Don't know/No answer	10.5	10.8	8.0	9.3	8.8	6.5	10.9	6.0	4.8	6.5	4.1	4.8
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Flyers			Newspapers/ Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Read by member of household	54.2	41.2	38.9	38.5	41.0	39.8	49.5	41.7	41.7
Read by more than one member of household ①	N/A	12.3	11.1	N/A	15.5	17.1	N/A	8.4	8.5
Looked at	21.1	14.0	16.3	11.1	10.2	11.3	21.3	16.5	17.6
Discarded	11.2	19.2	22.3	5.9	9.8	13.5	10.5	17.4	19.1
Set Aside	6.8	5.3	5.0	13.4	16.3	12.6	7.6	6.5	5.8
Don't know/No answer	6.7	7.9	6.4	31.2	7.3	5.7	11.0	9.5	7.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① This code was not represented in household diaries prior to 1992.

Note: Totals may not sum to 100 due to rounding.

**Table A3-78**  
**Nonprofit Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	35.9	38.2	38.6	41.6	38.8	39.1	44.5	49.5	43.9	56.6	55.9	57.4
Interesting	24.7	16.9	17.2	27.7	20.0	19.4	22.1	13.9	16.4	21.2	17.6	15.7
Not Interesting	20.8	27.0	29.4	15.0	25.4	29.4	15.9	27.6	32.4	10.7	18.5	19.6
Objectionable	4.9	6.3	6.2	3.6	6.3	5.0	5.1	2.0	2.3	3.4	3.3	2.4
Don't know/No answer	13.8	11.6	8.6	12.1	9.5	7.0	12.4	7.0	5.0	8.0	4.8	4.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Flyers			Newspapers/ Magazines			Total		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Useful	56.6	51.0	45.0	45.9	68.0	60.5	43.8	44.4	43.0
Interesting	18.7	15.1	15.8	14.1	11.2	16.6	22.4	16.4	17.0
Not Interesting	13.7	23.0	24.4	5.5	11.3	14.9	16.4	24.3	26.9
Objectionable	2.7	2.9	8.0	2.1	2.2	2.1	3.8	4.9	5.4
Don't know/No answer	8.3	8.0	6.9	32.4	7.2	5.9	13.5	10.0	7.7
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-79**  
**Nonprofit Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard ②			Catalog Not In Envelope ②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	19.7	15.8	15.7	17.6	15.3	13.8	14.6	8.1	9.4	18.2	12.2	14.5
No	52.0	57.4	59.5	60.0	58.6	58.5	59.3	55.3	56.7	52.0	47.1	55.3
Maybe	16.8	18.8	18.0	15.1	19.7	19.6	19.9	17.3	15.6	24.1	27.7	21.8
No Answer	11.5	8.0	6.9	7.4	6.4	8.1	6.3	19.3	18.3	5.9	13.0	8.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.7	1.1	1.0	0.2	0.4	0.3	0.0	0.2	0.2	0.1	0.1	0.1

Response	Flyers			Newspapers/ Magazines ②			Total ①		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Yes	12.6	9.1	7.3	9.8	9.2	10.5	18.0	13.9	13.6
No	64.5	56.9	61.9	54.3	50.4	55.9	55.2	56.6	59.0
Maybe	13.6	16.0	13.0	13.6	25.5	15.6	16.5	19.3	17.5
No Answer	9.3	17.9	17.8	22.3	15.0	18.0	10.4	10.3	9.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.2	0.4	0.4	0.0	0.2	0.2	1.2	2.3	2.2

① Total includes pieces for which no response was given as to shape.

② Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.

**Table A3-80**  
**Nonprofit Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2006 and 2007**  
**(Diary Data)**

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond ①②		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Medical	46.3	54.3	50.2	8.1	9.8	8.0	46.1	52.7	45.6	13.4	12.5	9.1
Union/Professional	50.1	54.2	53.5	8.5	5.7	4.7	51.6	45.4	42.9	18.4	12.1	17.5
Church	64.0	56.3	56.2	6.9	7.9	7.1	59.2	54.7	54.1	25.2	20.0	18.2
Veterans	56.0	53.5	53.4	9.5	4.2	5.4	44.3	44.1	43.8	22.6	20.8	18.5
Educational	48.0	50.1	52.8	7.0	6.4	5.8	49.1	48.2	47.7	13.2	8.0	7.7
Charities	44.6	44.8	46.3	7.2	5.9	5.0	28.3	34.7	35.6	17.7	13.0	14.0
Political	40.6	44.7	41.2	6.1	7.1	3.6	31.8	36.9	27.4	20.0	10.7	11.1
AARP ②	46.1	53.1	44.5	10.7	3.2	6.3	40.9	44.8	42.6	13.6	25.4	16.1
Museum ②	53.6	59.7	62.4	8.4	5.6	5.5	44.3	51.2	51.7	12.5	14.9	9.9
Nonprofit Publications	39.8	50.2	50.5	8.8	6.6	5.8	39.3	44.7	43.2	12.8	14.1	13.9
Total Mail Received by Households	49.5	50.1	50.3	7.6	6.5	5.8	43.8	44.4	43.0	18.0	13.9	13.6

① Percent of pieces containing an advertisement or a fundraising request.

② Fluctuations may be due to small sample sizes.

NOTE: Percentages represent row percentages within each industry classification; these do not sum to 100 due to the inclusion of multiple questions in this table.